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Atlanta, Georgia
October 2, 1943



A Service for Directors
Of Women's Radio Programs

Radio Round-up

on food...

SHARING THE MILK



Monday, October 4, Federal Control over fluid milk sales goes into effect in certain Eastern and midwestern areas. The purpose of this program, as we've told you in recent issues of the RADIO ROUND-UP is to make enough milk available for the manufacture of butter, cheese, and other dairy products required by civilians. The idea of putting this control into effect at the dealer level is, of course, to avoid consumer point rationing of milk.

Briefly, here's the way in which it will be handled: milk dealers in these areas will be allowed to sell as much fluid milk each month as they sold in June of this year...that was the month of highest production. Cream sales will be limited to 75 percent of the quantity sold in June...and the same percentage will be allowed for sales of milk by-products, such as cottage cheese, chocolate milk, and buttermilk.

Check on Your City

The first cities to be placed under this new control plan are Baltimore, Washington, Roanoke, Richmond and the Norfolk-Portsmouth-Newport News area in Virginia; Cincinnati, Toledo, Dayton, Canton and Cleveland in Ohio; Chicago, the Omaha, Nebraska-Council Bluffs, Iowa area, and St. Louis. It is expected that similar control will be extended to all other cities of at least 100,000 population by November 1, and later to smaller centers of population.

U.S. Department of Agriculture
Food Distribution Administration

SINGING THE "BLUES"



A lot of consumers will be singing the "blues" and tightening their belts when they get their first glimpse at the new table on point values which becomes effective Sunday, October 3rd...but you can tell them to dry their tears and unloosen their belts again...a second look will reveal that they've been treated pretty nice after all. Although there have been nine increases in point values against four reductions...the four foods which have been reduced in point value sell in much greater quantity than the foods on which point values have been raised.

The "Ups" and "Downs" in Point Values

Here's the score on the changes: Canned green or wax beans were reduced two points...two popular varieties of canned corn were reduced three and four points...and this should be good news to everyone, dried peas, or lentils were knocked completely out of the rationing picture...henceforth, or at least until new values are announced, they're ration-free. So the consumers weren't treated so bad after all. But with every rose there's a thorn...and here're the increases in point values for canned or bottled foods that the authors of table No. 8 introduced: Red sour cherries ... raised 11 points...apricots and all cherries except Maraschino-type were lifted 9 points...figs, grapefruit and plums were raised 8 points...and bottled grape juice was raised 3 points per quart.

Reasons for Changes

Consumers are always a lot happier if they understand why these changes are made...if you'd like to give them a little info on why the government found it necessary to make these changes in point values, you might point out that fruit crops are short this year and military needs are heavy. Consequently, rather large increases in point values are necessary in order to assure a fair distribution of the canned supply. And here's something else...the upward change in the point value of grape juice reflects the results of the recent order, by which much of our grape supply was diverted into the making of jams...jellies...and preserves. We mentioned this recently in the ROUND-UP...explaining that the purpose was to provide plentiful spreads for breads. The two-point rises in processed vegetables are confined to items which are not widely used...asparagus and mushrooms. These are considered semi-luxury foods by the trade...and had been selling more rapidly than was justified by the limited supply. Beans and corn...on the other hand...are classed among the "big four" in canned vegetables...the other two being tomatoes and peas... and reductions in point value of any of these are important to the consumer.

This year's crop of peas and lentils is the greatest on record...and to permit increased consumption of this crop...dried peas and lentils have been removed from rationing. The large crop of dried beans makes it possible to continue these at the low value of 2 points a pound. This is the time of year when baked beans...split pea or lentil soup...or any of those delicious, hearty dishes made from these foods seem particularly suitable. You'll want to include them from time to time in the menus you suggest.

The Beginning of the End

The last three blue stamps in War Ration Book 2 became effective on October 1 and will continue through November 20. You might remind your listeners that Blue Stamps U, V, and W are not valid after October 20.

THE BUTCHER GOES FOR BROWN

The 7th official table of consumer point values for meats...fats...oils ...and dairy products went into effect on Sunday, October 3, and will continue through October 30, 1943. There are several important changes... both upward and downward...and we believe you broadcasters can make suggestions which will help your listeners to adjust themselves to these changes. First of all...don't forget that now's the time to stop talking about "red stamp foods"...since the last of the red stamps expired on October 2. Tell your listeners to destroy any of these which they may have left over...they're not supposed to give unused stamps which have expired to grocers. The "brownies" from War Ration Book Three are the stamps to use for this ration program from now on.

Spread the Butter Thinner

The big news...for most of us...is that points are up again on butter. Creamery butter has increased from 12 to 16 points per pound...farm or country butter from 6 to 10 points...process butter remains unchanged... at 4 points. You'll probably want to mention...if you haven't done so already...that there's always a decline in the amount of butter made at this time of year. Therefore...the increase in point value is a natural result. You might also like to mention again that October 1 was the date on which the Government stopped taking butter under the set-aside order...so that all the butter produced now goes into civilian channels. While it won't mean any more butter on the tables of your listeners... perhaps it will help them to accept these shortages more philosophically if they understand the reasons. We suggest that you give some of those butter-stretching recipes which all of you must have in your files. You might also make suggestions about the value of meat drippings as shortening and flavoring.

Beef, Veal and Lamb

The standard cuts remain unchanged in point value...which is welcome news... at least it'll be good news to those who haven't been doing a lot of wishful thinking about the possibility of point values for standard cuts of meat being reduced. OPA points out that while the general meat supply picture is expected to improve in October...most of the anticipated increase will be absorbed by heavier Government requirements. If point values were reduced...naturally we'd all buy more meat...and the object is to keep civilian consumption about the same. There is a change in the point value of variety meats, however. Brains and kidneys of all three classifications become point-free...and so do beef tails and tongues. There's a reduction of one point each in veal heart and tongue, and of lamb-mutton liver and sweetbreads. Therefore, you can be very helpful by suggesting menus which make use of these popular variety meats.

Pork

It will come as a surprise to some of your listeners that 8 of the standard pork cuts increased 1 or 2 points a pound...steaks...chops...roasts...and spareribs. Government requirements for pork are expected to be much heavier than during September. In addition...not as much pork was produced during the early part of September as had been anticipated. There is a welcome change in the case of pork variety meats, however...brains...chitterlings...ears...kidneys...tails...and snouts all become point-free. Some of these go mainly to industrial users anyway...but those which are available to consumers become more attractive than ever.

Ready-To-Eat Meats (also meats in tin or glass)

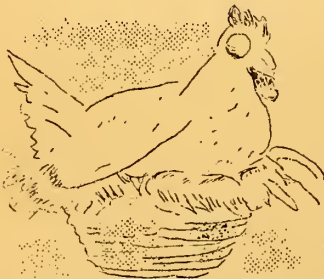
The following meats become a real point-value now...as they're removed from rationing entirely: Ready-to-eat pigs feet (bone in)...brains and pigs feet in tin or glass containers. Canned lamb...pork...and veal tongue have been reduced 2 points in value...though beef tongue has gone up 1 point. The homemaker who has a job outside her home will appreciate the reductions on the ready-to-eat and canned meats.

Cheese

The 1-point increase in cheeses under groups 2 and 3 is also an indication of a seasonal reduction in the amount produced...just as in the case of butter. Group 2 cheeses...cream cheese...Neufchatel...creamed cottage cheese (containing more than 5 percent butterfat)...and cream spread...are now valued at 3 points a pound. Group 3 cheeses...such as Swiss, Bleu, Camembert and Munster...have gone up to 6 points a pound. This means that you should stress the fact that cheese is an important food and should be considered as more than an accessory to a meal.

She's probably heard this before...but we don't think it can be said too often to the American homemaker...that food rationing is a challenge to her ingenuity as well as to her patriotism. Also...she shouldn't lose sight of the fact that it's her assurance of a fair share of our food supply.

EGG PRIORITIES FOR HOSPITALS



"This one's for
the hospital..."

Patients in civilian hospitals are protected against any possible local egg shortages by a priority system just established by the War Food Administration. Even though egg production for 1943 is the highest in history...the average is about 346 eggs annually per person...there's always the chance of a temporary scarcity in some areas, due to transportation and distribution difficulties. Priority certificates will be issued by Regional Offices of FDA...if and when hospitals have exhausted all other means of obtaining eggs. Civilian hospitals only are eligible under this system...military hospitals are taken care of under a different plan.

THE COUNTY WAR BOARD....WHAT AND WHY



*They all have
a voice —*

Here's the third in an informational series designed to answer any questions you may receive...on various county agricultural activities. We started with the work of the county agent...continued with an outline of the work of the home demonstration agent...and are rounding out the picture with information about the County War Board.

Q. Just what is the County War Board?

A. Its full name is the County United States Department of Agriculture War Board...which, of course, makes plain the general nature of its activities. The farmer elected annually by farmers of the county as chairman of the county AAA committee is ex-officio chairman of the War Board. The War Board membership comprises the County Agent...and representatives of federal farm agencies which have officers in the county...FDA...Farm Security...Farm Credit...and others.

Q. What are the functions of the County War Board?

A. It coordinates the work of the various Department of Agriculture agencies in each county...so that they can be of maximum help to farmers. The purpose is to assist farmers to use their production facilities to the best advantage to meet their production goals. For instance...the War Board handles the farm-to-farm canvas...which is made early every year before spring planting. This consists of a personal call on each farmer...to give him a picture of what is needed in all types of food-stuffs...as well as to figure in a general way what the county should produce. Together the farmer and the representative of the County War Board work out what that farm can best contribute to war needs for food and fiber. In this way...the farmer gets a good idea of what the nation needs...what farmers all over the country are doing...and what HE can do to help the State and National farm production goals. This is what's really behind our huge farm production...that doesn't just happen...it's planned.

Q. Does the County War Board have anything to do with rationing?

A. Yes...in that the County Farm Transportation Committee (chairman of which is also the War Board Chairman) makes recommendations to the War Price and Rationing Boards as to the individual farmers' needs for gasoline and tires. This committee includes 2 or 3 farmers and a trucker...or dealer in supplies...people who are familiar with the farms of the county...their size...and requirements. This committee is often instrumental in organizing transportation pools...which have helped greatly in conserving gasoline and rubber. The recommendations of the Farm Transportation Committee are also helpful to the ODT in issuing the Certificate of War Necessity which every farmer is required to have to govern the use of his trucks...tractors...and so forth. And...of course...the War Board, through the County Farm Rationing Committee handles the job of farm machinery rationing.

- Q. The activities of the County War Board seem rather varied....do they cover anything else?
- A. Yes...the members of County War Boards are, in general, the local administrators of war food production programs. Price supporting measures come under their jurisdiction...the new dairy subsidy program is an example of one which will be handled by the War Boards. War Crop Loans go through the War Boards too...those are made, as you may know, to encourage farmers to grow crops particularly important in wartime...soybeans...flax...peanuts, and some others. Government feed and seed distribution programs also are under the supervision of County War Boards...as are many other war programs directly affecting farm production.

We hope this series of questions and answers will be of interest and value to you, either in answering questions from listeners, or as background information.

IRISH POTATOES, VFS

VFS It might stand for "Irish potatoes, very fine spuds"... actually those initials stand for "Victory Food Selection". And that's what Irish potatoes have been named, for the period from October 21 to November 6. Roy F. Hendrickson, Director of Food Distribution, points out that farmers have done a great job of potato-raising...they've produced the largest potato crop in history. He calls on homemakers, food stores, restaurants and producers to get together and conduct an intensive campaign on potatoes at that time.

This should carry on throughout the fall, of course, and you broadcasters can be of tremendous help, by telling people to buy and store more potatoes than ever. There's lots to say about potatoes...you know a good many things, of course...but we'll round up a few ideas and pass them on to you during the next couple of weeks. One thing...do remember that VFS stands for "Victory Food Selection"...not..."Special", the term used last year.

FOOD DISTRIBUTION ORDER NO. 82 -- WALNUTS

This new FDO, effective October 2, has been issued by the War Food Administration in an effort to help fill the heavy demands for walnut meats. They're widely used in candy making...you know...and in the baking and soda fountain supply industries. It's been found that candies containing nuts sell in large quantities to service men at post exchanges, and there is also a strong civilian demand for shelled walnuts.

Under the provisions of the order, one-sixth of the unshelled walnuts which meet certain grades of quality and size, offered for shipment from Washington, Oregon, and California, are to be set aside for shelling. These standards are the ones set up for what are termed "merchantable" walnuts. Ordinarily, low quality nuts are shelled commercially, and the defective meats sorted out as they are prepared for market. Because of the present requirements...however...there would be a tendency to ship some of these low-grade walnuts in unshelled form, if there were no such provision.

This country ordinarily uses about 21 million pounds of walnut meats. Last year 9 million pounds were carried over from the preceding season... but these have been used up. Although the walnut crop is slightly larger this year than last, the total supply of meats is expected to be about one-fourth less than in 1942. This is due to three factors...the lack of the carry-over...the shortage of imported nuts...and the heavy war-time demand.

FOOD DISTRIBUTION ORDER NO. 26 REVOKED

Following our policy of keeping you informed about Food Distribution Orders, we're listing the revocation of FDO #26, effective September 30, although you probably have heard about it by this time. The order, in effect since April 1, has required all livestock dealers (except farmers) to obtain permits to buy and sell livestock, and to keep records of their operations. It was needed to supplement the quota system regulating the deliveries of meat to civilians. The quota system has been suspended, in an effort simplify the meat management program and bring about a more equal distribution of meat. Therefore, it is no longer considered necessary to have the dealer-permit order in effect.

CANNING TIPS



Maybe you've heard something of a canned food spoilage scare from some of your listeners...but much of it is misunderstanding of some types of spoilage...and we can't have good food wasted just because of unfounded fear.

Bacteria botulinus...and that word is probably as frightening as the idea that it might be present in some canned goods...has caused a lot of the scare. Botulinus is found in certain soils...and although it's not common in this section of the country it is occasionally present. When it is present in the soil...it may be found in vegetables grown in that soil. It's never found in canned fruits or tomatoes...though it might be in non-acid vegetables...or meats...that have not been properly canned. So any fear of this bacteria rolls back to careful methods of canning. Non-acid vegetables such as corn...lima beans...and peas...that have been canned with a steam pressure cooker...with a correctly registering gauge...are safe.

Foods with botulinus poisoning do not show evidence of spoilage. If foods of non-acid varieties have been canned in a water bath or in a doubtful pressure cooker...precautions should be taken to destroy any poison which might be present by boiling the food vigorously for fifteen minutes even before tasting.

Storing home canned goods

Some home canned goods may spoil through improper storage. Freezing is one cause of spoilage every year...even in the South...and especially with foods canned in glass. If foods are stored too close to a furnace...or stove...they're not likely to keep well. Foods canned in glass should be stored away from the light...since light causes loss of vitamin content in many foods...and may help in causing the food to spoil.

FRESH FOOD ROUNDUP



Rationing may put a few extra frowns on your listeners's faces... but the varieties of fresh foods on the markets these days should lighten their countenances. Though a number of crops plentiful throughout the summer...such as sweet corn...lima beans...crowder peas...and squash...are dwindling in supplies with cooler weather...there're still adequate supplies of fresh vegetables available.

Potatoes, for instance. Irish potato supplies are liberal... and they promise to continue at reasonable prices. Sweet potatoes are on the markets in moderate supplies adequate for consumers' demands...and they're plentiful...cheap...and of excellent quality.

As for green vegetables...your homemakers will have plenty of choice. Mustard greens are beginning to come in at cheaper prices than they've been...although their main shipping season won't get underway for several weeks yet. Turnip greens and collards are increasing on most markets... they'll be more plentiful in another month or so. Snap beans are in fair supply, though good quality beans are high priced.

For occasional variety...your listeners should be able to find some eggplant...since Florida crops are just about ready to start shipping this crop. Currently it's a little scarce and high priced. Tomatoes are moderate in supply...coming mostly from the North and West...although a few homegrown tomatoes are available on many Southern markets. Other variety vegetables that they'll want to serve occasionally include broccoli...and cauliflower...which should be available in small quantities. Good news for raw salad addicts are the moderate supplies of onions...and adequate supplies of carrots...sweet peppers and cabbage. All these vegetables are reasonably priced.



The Florida citrus season hasn't started yet...but shipments of grapefruit are expected to begin within another week or two...while the orange season should get underway a little later in the month. Lemons are currently the best citrus buy...since their price is going down... and they're plentiful.



That apple season we've been talking about should reach its peak in another few weeks...though supplies are still relatively light...but this season's crop is expected to be one of the lightest in years. In order to hold the price on these apples within reach of the average consumers' budget...a price ceiling will be placed on them very soon.

The Fresh Food Round-Up is based on general supplies and movements of fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.

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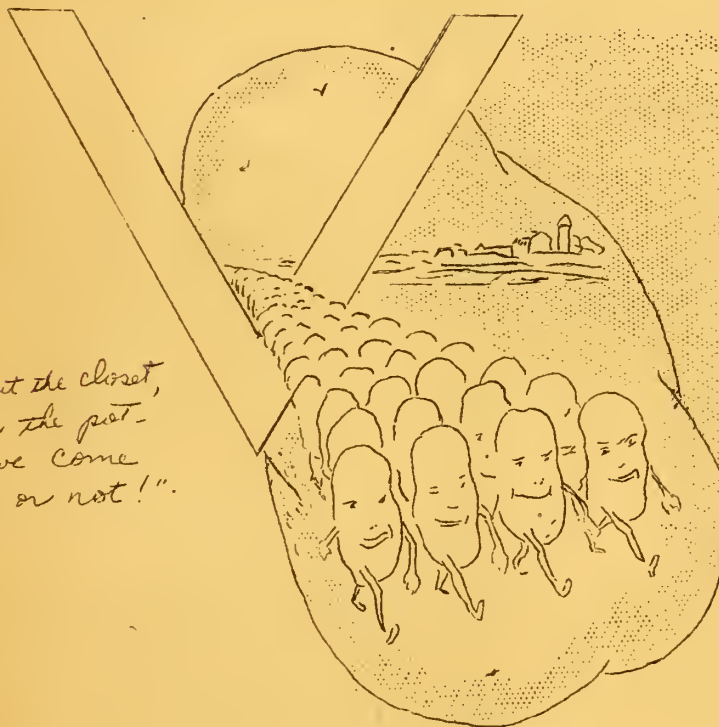
Atlanta, Georgia
October 16, 1943

Radio Round-up on food...

A Program for Directors
Of Women's Radio Programs

NEXT THURSDAY IS "POTATO DAY"

"Clean out the closet,
Put on the pot-
Here we come
Ready or not!"



Those potatoes have really started marching up to the food front... and now's the time to start talking potatoes in earnest...next Thursday, October 21, is the opening day of the promotion of potatoes as the Victory Food Selection...you know. Beginning then and continuing through Saturday, November 6.... you can help a lot if you'll make use of all the information you have...or can acquire ...on potatoes. We've covered the size of the crop...the value of potatoes in the diet...and storage problems...in recent issues of ROUND-UP.

Remember...with the fall potato crop alone estimated at 360 million bushels...and that's almost as large as the entire 1942 harvest...it's necessary that homemakers make every possible use of those spuds. There are plenty of the Irish Murphies to meet military needs...and still leave a larger crop than ever for us civilians. And we can't let such

Food Distribution Administration

a nutritious and plentiful food go to waste when every bit of food we raise is needed. More potatoes consumed will mean less pressure on foods which are scarcer...and which are needed more for war uses...so we hope you'll urge your listeners to eat more...and store more in the next few weeks, so that we'll have no waste of good food.

Here's some news from the Agricultural Research Administration Laboratories about potato-cooking tests they've been making. It's been found that boiling them in the skin saves the most Vitamin C and thiamin...you'll probably want to tell your listeners this. It would be well to stress the fact that boiling potatoes is the first step in many other methods of preparation and serving.

Change Your Style Once In A While

Without any intention of being poetic...we make this suggestion for you to pass along to the homemakers in your audience. There's really no excuse for boring the family with potatoes fixed the same old way when there are literally dozens of styles of cooking and serving them. We counted the potato recipes in one of the well-known cook books and found that there were 53...and a leaflet somebody told us about recently lists 99...believe it or not. The cook book library that most of you broadcasters have will give you many good ideas...be sure to keep wartime shortages in mind when you're choosing them, of course.

If You're Counting The Calories

Remember...it's usually the food you add to potatoes which runs up the calories. While they're a starchy food...it's true...potatoes run only 385 calories to the pound. Compare this with white bread...for example...which contains 1185 calories per pound. Take a medium sized potato...about five ounces in weight, say...containing about 100 calories. Well...the cubic inch square of butter many people used on it in pre-war days has just as many calories. Two small slices of bacon have the same value...so have 3 small pieces of candy. It's really only fair to potatoes to consider them in relation to other foods, if your listeners are...
"calorie conscious."

The Bakers Are Back Again

The Idaho branch of the Irish potato family, we mean. The folks who swear by the delicious...mealy...baked potato will welcome them with delight. In lieu of the big chunk of butter we used to tuck into the top of those man-sized potatoes...you might suggest serving them with meat drippings...a good brown gravy...or a milk sauce tinted a rich, golden yellow...vegetable coloring will do the job.

We know we can rely on you radio women to make potatoes sound so mouth-watering that people will purchase 'em by the peck!

WHO SAYS WE'RE SENDING ALL THE FOOD ABROAD?

If people are asking you every once in a while...occasionally, perhaps, twice in a while...what you think about all the food we're sending out of the country in those Lend-Lease shipments...here are some recent figures which will interest you.

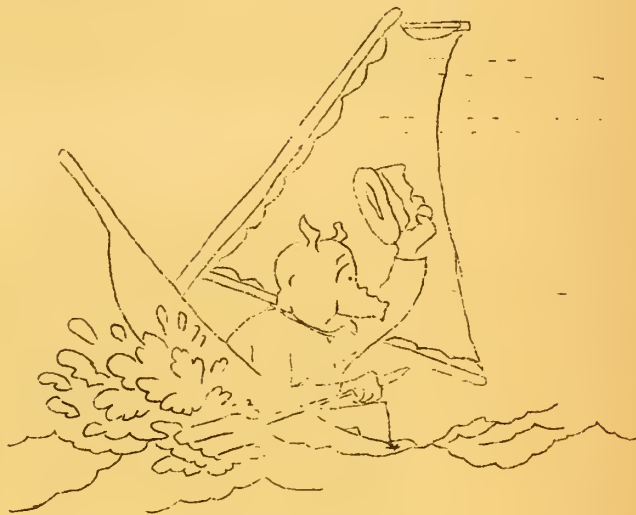
Lend-Lease food exports during the first eight months of this year...on an over-all basis...expressed in terms of dollar value...amount to about nine percent of our total food supply. Exports for 1942 were approximately six percent of the available supply. Here are the figures on some of the more important foods:

Milk products.....less than 3%	Butter.....1%
Cheese.....11%	Beef and veal.....1%
Lamb and mutton.....12%	Pork.....15%
Canned fruits and vegetables.....1%	Dried fruits.....21%
Dried beans and peas....11%	

Putting it on a more personal basis...here's what the Lend-Lease shipments of butter and meat meant to each of us civilians in this country...in relation to our own personal three meals a day. The butter we shipped to our Allies would have amounted to only one-tenth of an ounce weekly apiece...the beef and veal, three-tenths of an ounce...pork...the relatively high quantity of five ounces per week per civilian. Perhaps if you pass this information along to your listeners...it will keep some of them from feeling too sorry for themselves.

Lend-Lease in Reverse

Here's something that a lot of people forget...Lend-Lease doesn't just operate one way...it's not just a matter of Uncle Sam playing "Santa Clause" to a bunch of foreigners. We've got a lot of soldiers outside of the United States and they depend on our Allies for a good part of their food. We've just received a little



I'm Lend Lease Lardy—

more news about the way Lend-Lease operates in reverse. This should be interesting to many of your listeners who have been worried about some of the talk that we're trying to feed the world. The U. S. Army is getting about 700 million pounds of meat per year, carcass weight, from Australia and New Zealand. Do you know how much 700 million pounds of meat is... well, in the words of the FDA official who gave us this information... "That's a heck of a lot of meat."

BLUE INTO GREEN

That's the color change which will take place on November 1, with regard to the ration stamps for processed foods. Those who've spent all their blue stamps will start then using the green stamps from War Ration Book Four. The last set of blue stamps...X, Y, and Z...are valid until November 20...so that there'll be 20 days during which both blue and green stamps will be usable.



"Watch your colors, please!"

The new green stamps are just the same as the old blue stamps...from the standpoint of letters...numbers...and values. The only difference is in size...they're approximately one-half the size of the stamps now in use. A, B, C are the first stamps to become valid, of course...and they'll be good until December 20. Tell your listeners there's absolutely no change in the method of shopping...the green stamps will be handled the same as the blues.

As you probably remember...there are blue stamps in War Ration Book Four...be sure everybody understands these are not to be used until later, however.

Leave the blues alone until OPA gives the green light.

SAFE STORAGE FOR THOSE HOME-CANNED FOODS

Warn your listeners against storing home-canned food just anywhere...without regard to the temperature of the storage space. This is a real problem in many modern steam-heated houses...or in small apartments...so we asked the Bureau of Human Nutrition and Home Economics for a few suggestions.

Here's How

They say that the storage locker in the basement of the apartment is a good place for home-canned food...provided no furnace flues or hot water pipes run nearby. The garage would be satisfactory for storage...if it's cool...but not freezing cold. One precaution the homemaker can take against extreme cold is to wrap the jars in several thickness of paper...or to store them in the cardboard carton in which the jars were purchased. These...incidentally...are also good blackout measures...jars of food should not be left where the light will shine on them steadily...light tends to make the food fade and lose vitamin value.

Remind your homemakers not to keep the home-canned food on that high shelf in the kitchen cupboard. Hot air rises...you know...and up there near the ceiling...it's likely to be practically the perfect incubation temperature for bacteria. Even in properly processed canned foods...there may be some bacteria left inside the jar...and you certainly don't want to keep them warm and cozy so that they'll grow.



*"Not too hot — and not too cold
Then your food will never
mold."*

Bottles or Bonnets

Those of you who see the New Yorker probably got a laugh out of the cover a couple of weeks or so ago...showing the lady tucking jars of tomatoes among the hats on the shelf of her clothes closet? That's not far from what some people have been doing, we're sure...and if it happens to be a nice cool closet, we'd say leave the tomatoes there and park the bonnets somewhere else!

TAKING CARE OF PRESSURE CANNERS



Here's information from the Bureau of Human Nutrition and Home Economics about storing the pressure canner, after it's finished the big summer job of canning Victory Garden vegetables and fruits...though many homemakers are probably keeping it busy a bit longer canning meat or poultry.

"Before storing the canner...clean and dry it thoroughly. Leave no food or salt deposits on canner as they will pit aluminum...may impair glaze on porcelain enamel...and may cause thinned steel to rust. Smear threads of screw locks with a thin film of vaseline...or any salt-free oil...to prevent rust. Crumple newspapers inside kettle to absorb moisture and odors. Wrap cover in paper to keep dust out of gage and valve openings, and to protect cover edges. Invert cover on kettle. Never store the canner with cover on right side up."

This will insure your finding it in good condition when the 1944 canning season rolls around.

Incidentally...there's a new folder..."Take Care of Pressure Canners"...AWI-65 recently issued by the Bureau, (the above is quoted from this folder), which contains much helpful information about the use and care of canners...together with some grand pictures. If you want a copy...write the Regional Office of FDA from which you receive this copy of RADIO ROUND-UP.

JUST OFF THE PRESS

The recipe booklet on cooking with soya flour and grits which we told you about in the September 25 issue of RADIO ROUND-UP is out. According to this bulletin...compiled by the Bureau of Human Nutrition and Home Economics...soya products seem to be working overtime these days. Large quantities of soya flour and soya grits are being produced...and...although some of these will go for special war requirements...much of the supply will be used right here at home.

Soya products are especially important because of their high protein content. The quality of soya protein almost equals that in meat...eggs...milk...and cheese...and you'll find that soya products are good helpers when supplies of the other protein foods run short. In many meat recipes...soya can take the place of 20 to 25 percent of the meat.

This new bulletin suggests a recipe for chile con carne with soya which deserves top rating for these cold fall evenings. There's also a recipe for soya meat loaf...and one for soya meat balls. If you're interested in making fish or eggs go farther...you'll find recipes for soya codfish cakes and soya omelet.

Nutritious, Too

Besides their valuable protein, soya products contribute three B Vitamins -- thiamin, niacin, and riboflavin. In addition to this...they boast of some iron...calcium...and phosphorus.

Soya grits and soya flour are put up in one pound packages...and in larger or economy packages. In case you're wondering what "full fat" or "low fat"

means on the label of soya flour cartons...the pamphlet explains it. Full fat means that after the hull is removed...the bean is processed with all the oil in it. Low fat is made from the processed bean after all...or nearly all...of the oil is taken out.

Something to Remember

Whether you buy soya flour or grits...the pamphlet urges you to follow directions. Although it may seem that the recipes call for too much liquid...remember that soya flour and grits are very "thirsty" foods. Be generous with seasonings in foods with soya added...because the flavor of meat or whatever food you're mixing is made milder. You can count on foods containing soya browning very quickly. The Bureau of Human Nutrition and Home Economics warns us not to expect soya flour to take the place of wheat flour in thickening a sauce or gravy...or to use it as the only flour in bread making. It hasn't the necessary gluten or starch for these tasks.

You'll probably be interested in the recipes and useful information about how this wonder food can help wartime homemakers solve some of their food problems. If you'd like a copy of "Cooking with Soya Flour and Grits"...just let us know...we'll be glad to send you one.



FFFF GETS UNDERWAY

Good news came from Atlanta last Saturday when officials of the Food Distribution Administration...Office of Price Administration...Office of Civilian Defense...Extension Services of the Department of Agriculture and Nutrition committees got together to put wheels under the FOOD FIGHTS FOR FREEDOM campaign.

Remember that campaign for civilians to "produce and conserve..."share and play square with the nation's food supply is just around the corner...getting underway in November. With this meeting...plans are definitely afoot to make the campaign go over in this region. Each community is being urged to form a local Citizens' Food Information Committee...so don't be surprised if somebody invites you to serve on this committee. Radio women seem to us to be logical candidates. And there's plenty you can do to help spread information on our food supplies...and ways to conserve it. You'll find more information on the FFFF campaign in the Roundup of September 25.

THE MESS SERGEANT IS CAREFUL, TOO

You may have heard some criticism...by uninformed people...on food waste by the Armed Services. Here's an answer for them. Secretary Frank Knox appointed a committee of business men to study general food conditions in the Navy...Marine Corps...and the Coast Guard. In their report to Secretary Knox...the following statement was made:

"Waste -- it is our opinion that it is less than in the average home or public institution where food is prepared and served, whether for profit or otherwise, because practically all of the food prepared and served in the Navy is consumed. The slogan 'Take all you want but eat all you take' is observed."

OF CABBAGES AND KINGS

Spareribs and Dumplings for a Change



WFA gave notice this week that we may have to forego one of our favorite combinations for awhile...sauerkraut and spareribs...as all stocks now in the hands of packers must be set aside for government purchase. Like the other adjustments that must be made on the home front to assure a quick decisive victory...America will do this gladly. Besides there's the very appetizing change...spare-ribs and dumplings. As soon as Uncle Sam is able to get enough for military needs...the set aside requirement will be suspended...all the remaining supplies of sauerkraut will be made available to civilians.

Beef Tongue Still Rationed at Retail

In the October 2nd issue of Radio Roundup we gave you the information that beef tongue...among other variety meats...had been removed from the rationing list. We have just learned from OPA that this was incorrectly listed as one of the 18 meat items now point-free to consumers. Beef "long-cut" tongue (which is tongue with the gullet attached) not sold at retail has been removed from rationing. "Short-cut" tongue...with the gullet removed...the form in which it's usually sold at retail...still remains listed at 6 points a pound. OPA issued a statement a day or two ago intended to clear up this misunderstanding...but we're sending you the correction also...in case you missed seeing the OPA release.

Notes For the Nutritious-Minded Homemaker

When you're giving them facts on food values...remember those variety meats. A four ounce serving of liver...supplies...in the daily food needs of the body...more than enough Vitamin A...riboflavin...and niacin for a day...three fourths of the day's quota of iron...a third enough protein...and an eighth enough thiamin. How's that for a nutritious food?

- V -

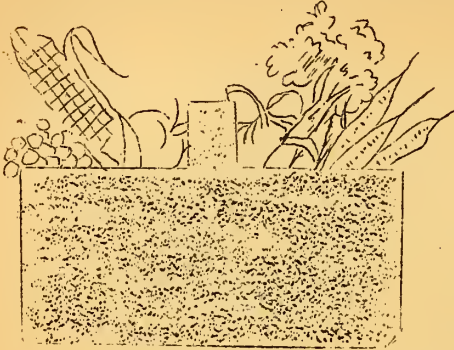
Back to those spuds again...a recent report from Food Research shows that peeling potatoes causes a loss of 24 percent of the calcium...and 10.5 percent of the iron content of the potatoes. So here's to more and more potatoes served in their skins! Besides...it's getting cold weather...they'll need their jackets.

- V -

Even in the best managed kitchens...there's some food thrown away. And that's one of your most important jobs...the fight against invisible waste in foods. You might ask your homemakers to check themselves on such items as...buying more food than their family can use before it spoils...preparing food in an unappetizing fashion that'll have to be left over and eventually thrown away...storing foods so that insects can't get to it...and storing perishable foods in their proper places for conserving. Then there are such points as using the edible skins of fruits and vegetables...using the good outside leaves of cabbage and lettuce...and using left over bread for its many needs.

FRESH FOOD ROUNDUP

We started you off with a discussion of those lowly...but worthy...Irish potatoes...but they deserve plenty of discussion...and this week they're the best buy on the fresh vegetable markets. They'll suit both your menus and food budget ...since they're liberal throughout the region...so you'll be safe in advising your homemakers to stock up on plenty of them.



Though currently overshadowed by the Irish members...sweet potatoes aren't exactly taking a back bin in fresh food markets these days. Moderate supplies of good quality sweets are selling at fair prices. And nutritionists

will tell you sweet potatoes rank right up at the top of the list for good food value. Rutabagas...another healthful root vegetable...continue to sell at an inexpensive price, and in moderate quantities.

Now's the time your homemakers should be getting some vegetable varieties before their season is over. Squash, for instance. Supplies of squash...though currently selling at reasonable prices...are decreasing. Fair supplies of both lima beans and snap beans are available...and selling at moderate prices...but they're on their way out...and the first frost will mean their season is over. Only light supplies of tomatoes are generally available...Alabama is shipping some...and home grown tomatoes are selling on some markets. Crowder peas...too...are decreasing in supplies...though they're still reasonably priced.

But there'll be other vegetables taking the places of these. Greens are already available in light quantities...collards and mustard greens. Turnip greens are in more moderate supplies. Look for these in larger quantities a little later in the fall. And Florida's eggplant season is getting underway...although your listeners probably won't find much for a few weeks yet.

Fair supplies of both cabbage and onions are selling at reasonable prices ...so your homemakers shouldn't have any trouble with their raw vegetable salads.

Those much discussed apples are still light in supply...and fairly high priced...although on some markets they're slightly lower than last week. And don't forget the retail ceiling level on apples goes into effect next Friday, October 22...so there should be a general cut in prices at that time.

Fairly plentiful supplies of grapes are now selling at below ceiling level...and that fruit will be an excellent one to give variety to breakfast menus...to fruit salads...or desserts. And good news for all your listeners is that the Florida citrus season is getting underway. Light supplies of both grapefruit and oranges should be available on most markets within a week or so.

The Fresh Food Roundup is based on general supplies and movements of fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.



Radio Round-up on food...

A Service for Directors
Of Women's Radio Programs

POTATOES HAVE THE AYES!

We're back on the subject of potatoes again...but with some 470 million bushels of those Irish spuds turning up in this year's fall crop...we're getting potato conscious in a big way...and we hope you are. You can do a lot in the next few weeks to help get some of those potatoes stored in your listeners' homes...and out of bad weather and the possibility of being spoiled because of congested commercial storage space. And right now is the time to talk a lot about potatoes...because Uncle Sam's Victory Food Selection on that vegetable is in full swing.

You know the nutritive value of potatoes in the diet...and you probably have plenty of recipes your homemakers would like to have to keep potato dishes from getting monotonous. Remember...there are literally hundreds of different recipes for those favorites of the Irish. First of all...if you've an eye for conserving food value...plus saving time for busy housewives...you'll remind them that potatoes cooked in the skins are best. Then there are French fried...cottage fried...hash browned...oven browned...escaloped...au gratin...lyonnaise...stuffed...mashed...creamed potatoes...and potato salads...stews...and soups. Because of their bland flavor...potatoes will mix in congenial fashion with almost any type meal...and any other vegetable.



Your listeners are on R.P. duty, too!

Here's an idea on combining them
with another plentiful...and

Food Distribution Administration

nutritious...food. They're delicious with peanuts...or peanut butter. An excellent meat alternate dish can be made from baked potatoes stuffed with peanut butter or chopped peanuts. After the potatoes are boiled in their jackets...they should be split in half lengthwise...the inside taken out and mashed with seasoning and peanut butter...then the potato shells filled with this mixture...returned to the oven until lightly browned...and there's a dish that's appetizing...highly nutritious...and certainly saving on the meat ration stamps.

And you might squash that popular but erroneous idea of many of your chubby listeners that potatoes are fattening. One large apple...a large orange...or a medium sized banana yields as many calories as a medium sized Irish potato. If they're watching their weight...you can remind them that the butter...or gravy they season their potatoes with will add the pounds...not the potato itself.

Too...if they're handy with making their family food budget balance each month...the idea of storing some potatoes for future use should prove appealing. All it takes is a little space in a corner of their cellar...garage...back porch...or an unused closet. With a temperature between forty and sixty degrees...in a dry place...and protected from light...they'll be able to store potatoes for use three to five months later...and the cellar is a much more convenient spot to run to for provisions for the family dinner than the corner grocery store.

ANSWERING MILK AND BUTTER QUESTIONS

If you broadcasters live in one of the newly restricted milk sales areas... maybe you've experienced a cut in the amount of milk and cream delivered at your home. This has happened to a great many people (including us!) and some of them are asking why. In a Farm and Home Hour broadcast this week...Roy F. Hendrickson, Director of Food Distribution...gave a good answer to the question. Here's what he said:

"Hold the Line" Order

"The Milk Conservation Order does NOT cut down home or store deliveries of milk, but it IS designed to cut down deliveries of cream and other milk by-products. It is not an order to make people drink less and less milk. Rather it is a "hold the line" order ...to check the rise of milk consumption, and maintain it at the June, 1943 level. You see, every month more and more fluid milk was being consumed, and production just couldn't keep up with the rise in consumption. The added milk that was bought each month meant there would be less and less milk available for milk by-products. Thus the order to check this rise. By cutting down on cream deliveries and checking the milk consumption at the June level, consumers are assured that a certain proportion of the milk will go into milk products. In other words, if all the milk were consumed as fluid milk, there would be no milk by-products.



"Now, as to your milk man cutting you down on home milk deliveries...your milk man is allowed by this order to sell as much as he did in June. If he has taken on new customers, it may be necessary for him to make some adjustments which will take a little time to work out. He must try also, of course, to take care of new babies, and of nursing and pregnant women. If anyone feels that he has been unduly cut down by his milk man, he should call the milk company, or call the local market agent who is responsible for seeing that the order is lived up to on a fair basis."

Milk Sales Areas

If you're located in a milk sales area...you'll probably want to put extra emphasis on this information. Here's a list of those areas in this region: The Norfolk-Portsmouth-Newport area...Richmond and Roanoke, Virginia... and Louisville, Kentucky.

Where's the Butter?

In view of the fact that Uncle Sam is taking no more butter...and that all the butter produced now is going to civilians...some people are asking why it's still so hard to get butter in many places. Mr. Hendrickson gave a good explanation, part of which we're passing on to you.

"If butter producers can sell their products right at home, there's a tendency to keep them there, and not ship. Shipping runs up the costs, means more bookkeeping, and during normal years is only a means of selling all the butter. And with people having more money to spend, selling all the butter is no problem. So there's the picture...and until the distribution problem is solved, there may be some areas which don't get a fair share of the butter. But that's why OPA put the point value of butter up to 16 points a pound. If the people in those producing areas don't have the POINTS to buy all that butter, more of it will be shipped out to areas where there is now a shortage."

How Much Butter For Civilians?

Here's more information about butter, to help you answer questions. Last June, the month of highest production, the total butter supply was 202 million pounds. 96 million pounds of this were set aside for Government use, leaving 106 million pounds to civilians. November butter production is expected to be 110 million pounds. With the total production going to civilians...that gives them 4 million pounds more than in June.

That's the way it will continue for the next five months...civilians will get all the butter that's made. While the total amount produced will be lower, civilians actually will be getting more during the winter and early spring than they have since last February, when the butter set-aside order went into effect.

How Much Milk In One Pound Of Butter?

Did you know that it takes 100 pounds of milk to make 5 pounds of butter? In the event you don't think of milk in pound-weight, here's an easier set of figures for you...9 to 10 quarts of milk are required to make a single pound of butter. The relationship between milk and butter makes it easy to understand why both of them become such important commodities in wartime.

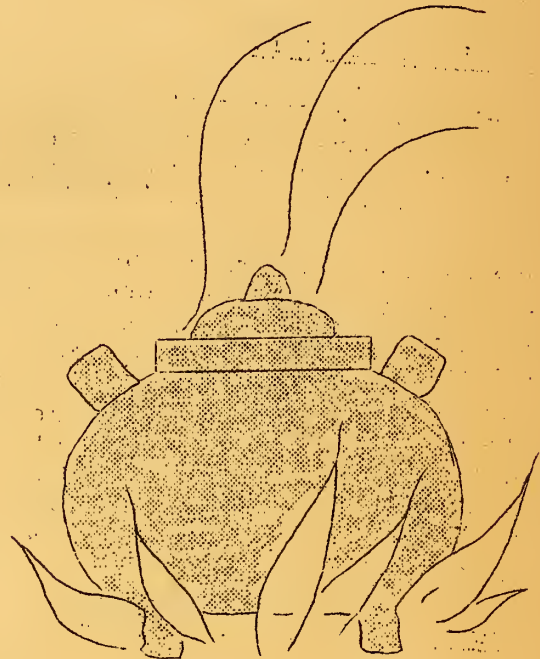
Incidentally, There's Less Cottage Cheese

Toward the end of the interview, Mr. Hendrickson was asked why many customers are finding a shortage of cottage cheese in their stores. He replied:

".....Cottage cheese is a by-product of milk, and that great increase in consumption of fluid milk I told you about has been the cause of a cottage cheese scarcity. Under the Milk Conservation Order.....cream, cottage cheese and other milk by-products are being cut down so we can keep our fluid milk consumption at the highest levels possible. And those levels have been fixed as of June 1943. When there's only so much milk, it's a matter of using it in the way it will do the most good."

TIME TO TURN ON THE HEAT

You know, of course, that stoves are rationed...and have been since August 24. Do you know why? It's because only about 40 percent of the usual number will be made this year. Over $8\frac{1}{2}$ million stoves were made in 1942...as compared with $3\frac{1}{2}$ million scheduled for 1943. This is because of the heavy war demands for metal...as you realize...and the necessity of using for civilian production only as much as is necessary for urgent needs. The shortage of some fuels in certain sections of the country is another factor which has to be considered in the stove rationing program. The object is...naturally...to distribute the stoves which are made as fairly as possible to the homes where they are most needed.



Practically all domestic cooking and heating stoves are included in the program, which covers the entire United States. It may be that you'll receive some inquiries about this matter...and we feel that it may be helpful to you to have a list of the stoves that are rationed.

*Don't worry -
your listeners won't have to
resort to this -*

1. Coal and wood heating stoves and laundry stoves, (except laundry stoves with built-in water jackets or coils, gas hot plates or laundry stoves.)
2. Coal and wood ranges and cooking stoves.
3. Gas heating stoves and heaters.
4. Gas ranges, gas cooking stoves.

5. Oil and kerosene heating stoves and heaters.
6. Oil, kerosene and gasoline ranges and cooking stoves.
7. Conversion range oil burners. (They are rationed, but are not being manufactured, and their sale is not limited by Board quotas.)

Each local War Price and Rationing Board is provided with a monthly ration quota of stoves...so that all sections of the country may share fairly in the total supply...according to need.

Any person who needs a stove may apply to his local Rationing Board. He will file an application for a Stove Purchase Certificate, and if the Board finds him eligible...and if its quota has not been exhausted...the certificate will be issued. Each certificate is good for one stove, and may be used only for the type specified.

CIVILIAN RICE SUPPLY

In order to meet the increased demand for rice this year...the War Food Administration recently announced a method of controlled distribution. Under this system...the states whose people normally eat the most rice will get the largest amount. For instance...the average quantity of rice eaten by a person in the Southern states ranges up to 25 pounds a year...while the average for the whole United States is only 5 to 6 pounds per person.

A supply of about 20 million pockets is expected during the year 1943-44....yes, the word is "pocket"...that's a trade term for a hundred pound bag of rice. However ...almost half of this must be set aside for Government requirements. In addition...about one-sixth of the total rice supply will be sent to other parts of the Western Hemisphere -- mainly Cuba and Canada. The amount of rice which civilians will have this year will be slightly higher than the average consumed between the years 1933-43. Although every effort is being made to fulfill all civilian requirements for rice, production has been increased to meet direct war needs, and it is important to keep civilian requirements near pre-war levels.

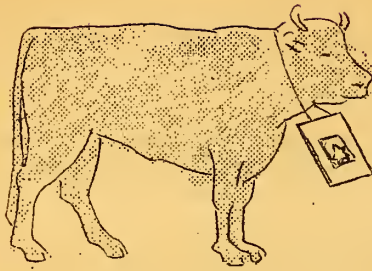


INTER-AGENCY COMMITTEE FORMED

A new Inter-Agency Committee on Food for Workers has been formed for the purpose of providing necessary food to industrial workers. Roy F. Hendrickson, Director, Food Distribution Administration, is the chairman, and Dr. Robert S. Goodhart, Chief, Nutrition in Industry Division, Nutrition and Food Conservation Branch, Food Distribution Administration, is the secretary. Committee members include representatives of the War Food Administration...War Production Board...Office of Price Administration...and War Manpower Commission.

This committee will recommend and advise on overall policies affecting development of the industrial feeding program. The feeding program will aid in supplying sufficient amounts of food to meet the psychological needs of industrial workers. On-the-job feeding is believed to be the most effective method of assuring adequate kinds and amounts of food for the workers.

UTILITY BEEF JOINS THE ARMY



*Steer clear of this steer -
He's in the Army now...*

As you know, an order already is in effect requiring that 45 percent of all Choice... Good...and Commercial grades of beef be set aside for military use. Now it is required that all Federally-inspected slaughterers set aside 45 percent of the UTILITY grade steer and heifer beef which comes within the Army specifications for this grade. This should reduce the necessity of cutting more deeply into supplies of better grades of beef.

The amendment covering this requirement (No. 3, to FDO #75.2) became effective Oct. 18. It also provides that 80 percent of the amount set aside is to be prepared for military use as boneless meat. You'll remember that we've already told you the boneless beef story.

FOOD DISTRIBUTION ORDER #85 -- GRAPEFRUIT

Early shipments of white fleshed grapefruit from the lower Rio Grande Valley Region of Texas have been limited to 20 percent of the total 1942-43 season's shipments, according to the provisions of this order. The limitation is effective from October 15, 1943, to January 1, 1944, and is designed to prevent too much grapefruit from going into the fresh market before processors begin operations. Because of the present heavy demand for fresh fruit...it was felt that a larger-than-usual amount of grapefruit might be marketed during the early part of the season...and there would not be enough fruit left to meet requirements for grapefruit juice and other grapefruit products.



Processing operations do not begin during the first few weeks of the season, but these limitations will help save supplies of the fruit until the canning does start. Then...there's another effect...more grapefruit will be allowed to remain on the trees until they become fully mature. The main purpose of the order is to assure processors enough grapefruit to meet military and civilian requirements...thus providing the preserved fruit for use after the fresh crop is gone.

This FDO also contains provisions for setting aside any quantity of the grapefruit which may be necessary to meet essential requirements for processing. The set aside order may not be placed in effect...however...until the early part of December, when the Texas canning season gets under way.

AND SPEAKING OF CITRUS FRUITS

There's an orange glow on the horizon, so to speak...Florida and Texas oranges should be arriving at many markets in steadily increasing numbers, beginning this month, adding to the California supplies. It certainly will be nice to have that breakfast orange juice back again, won't it?

FOOD DISTRIBUTION ORDER #86

- ROSIN -

The purpose of this order is to lessen the quantities of fats and oils which will be required to achieve that 28 percent increase in our soap supply...which we told you about in ROUND-UP of October 9. The War Food Administration has prescribed adjusted soap formulas which will account for about 9 percent of that increase by requiring a larger use of rosin and other non-fat materials. This order becomes effective November 1, 1943.

You'll be interested to know that soap prices won't be changed, as long as the serviceability of the soap products is not reduced. This is due to an amendment by OPA of the price controls over soaps.

WARNING: Note that this percentage is 9 percent of the original 28 percent increase predicted.....not an additional 9 percent. The other 19 percent was provided in an amendment to FDO #42, effective October 14, authorizing additional fats and oils for soap-making.

NOW IS THE TIME....

We're turning into the home stretch in the distribution of War Ration Book Four...in some sections of the country it's all over, of course. Here's the answer to a question which came up in Washington this week...and... if you receive any inquiries...perhaps it will help you to know what OPA says.

A person who's on a traveling job...or just happens to be away from home during the time of registration for Book Four...can go to the nearest Ration Board, wherever it may be. If he has War Ration Book Three with him...this Board will issue Book Four to him, just the same as his home board would have done.

NOTES ON ENRICHMENT



You know all baker's bread must be enriched now... but you might remind your homemakers that...while most of the flour on the markets is enriched...not all of it is...so it's up to them to look for the enriched label...and be sure they're getting the most food value for their money.

Riboflavin...which is one of the most important vitamins in keeping us on our toes...is now being added to part of the enriched flour...plus extra amounts of iron...thiamine...and niacin. Incidentally...that riboflavin will give the flour a few small golden flecks throughout the texture...and it'll be an indication of the best nutritional value in flour.

While we're on the subject of enrichment...there's a lot being done with enrichment of corn meal and grits. These corn products can be enriched for as little as one cent a bushel...and in South Carolina...and Alabama...measures have already been passed making it compulsory that degerminated corn grits and meal...sold in those two states...contain added niacin...iron...and thiamine.

FRESH FOOD ROUNDUP

With Uncle Sam's Victory Food Selection campaign on Irish potatoes in full sway...those spuds are holding steadily as the best fresh vegetable buy of the week. But sweet potatoes are beginning to edge into the limelight. They're cheaper generally than they were last week...and supplies on most markets are plentiful. This year's crop of yams is a big one...so right along with new ideas on how to prepare the Irish variety...you might give your homemakers some hints on sweet potato dishes. In selecting these potatoes at the market...remind them to get the ones which are smooth and firm. Odd-shaped sweets...with large cracks...are apt to take too much time to prepare...and those with cuts or bruises will spoil quickly. Both varieties of potatoes will fit into any meal...and they're good substitutes for one another.

While we're on the subject of root vegetables...we'll put in a word for those rutabagas that are on most markets these days at fairly low prices. And turnips are increasing in volume on Southern markets. Current supplies of turnips are of generally good quality...and selling at reasonable prices.

Turnip greens...here in moderate supplies...are a good bet for your green vegetable dishes...since they're very moderately priced. Other greens...such as collards...and spinach...are supplies...but you of these varieties date. For a change a few recipes for light supplies of are coming in from ...and Texas. Those plain dishes...peppers...are selling and are available And now's the time cabbage. It's in at a little below most regions...but cabbage season is decline within



mustard greens...available in light can look for more at a little later ...you might suggest eggplant...very this vegetable Florida...Georgia pepper-uppers of onions and green at moderate prices...on most markets. for getting more fair supply...selling ceiling level in the North Carolina due for a sharp another two weeks.

Off-grade squash is selling at fairly cheap prices...although good grade squash is rather high currently...and the supplies of this vegetable are getting lighter. There's a fair supply of tomatoes...although last week's frost had its effect on some of the home grown tomatoes.

Most encouraging news from the fresh fruit markets is the light supply of citrus fruit beginning to move from Texas and Florida. Currently...supplies are limited and prices are fairly high...but the season has started. Retail ceiling prices on that light supply of apples we've been talking about go into effect by November 1...but they'll not be plentiful.

The Fresh Food Roundup is based on general supplies and movements of fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.

Atlanta, Georgia
October 30, 1943

Radio Round-up on food...



A Service for Directors
Of Women's Radio Programs

LID'S OFF THE TURKEYS



*I'll get the axes —
you guys get the Axis!*

He's yours...and there're a lot more like him for your listeners...in plenty of time for that traditional Thanksgiving day dinner. And when you're eating him...you can rest easy...because those boys overseas will have their Thanksgiving turkey, too.

We checked up to the last minute hoping that the turkey story would break in time for the October 23 issue of ROUND-UP...because we had heard rumors that the embargo would be raised at any minute. We're sorry that we couldn't get the information last week for you...but here's the general idea...just in case you don't already know about it.

From now on...if your listeners see a turkey in the store...they need not be afraid it's a black market bird. Overseas shipments for our Armed Forces have been met in full... and a large part of the needs for military personnel stationed in the

United States. The entire turkey need for the Armed Forces totals less than 10 percent of this year's supply. Now that turkeys for Thanksgiving ...Christmas...and New Year's dinners have been assured for our men and women overseas...the remaining supply -- some 445 million pounds -- of turkeys is now available for civilians.

Food Distribution Administration

THOSE FIGHTING TIN CANS

Have you talked about tin cans lately? Have you passed on to your listeners those figures recently released by WPB which show that only one out of every three tin cans is being salvaged? If you've seen piles of tin cans on vacant lots...or open cars of cans hauled along the railroad tracks...maybe this hardly seems possible. Those are the cold, hard facts, however...and it's why the Chairman of WPB has called for an intensified drive. He says that 400 million used tin cans are needed monthly for war production...and it's up to American housewives to salvage at least twice the number of cans now being collected...if we're to reach that figure.

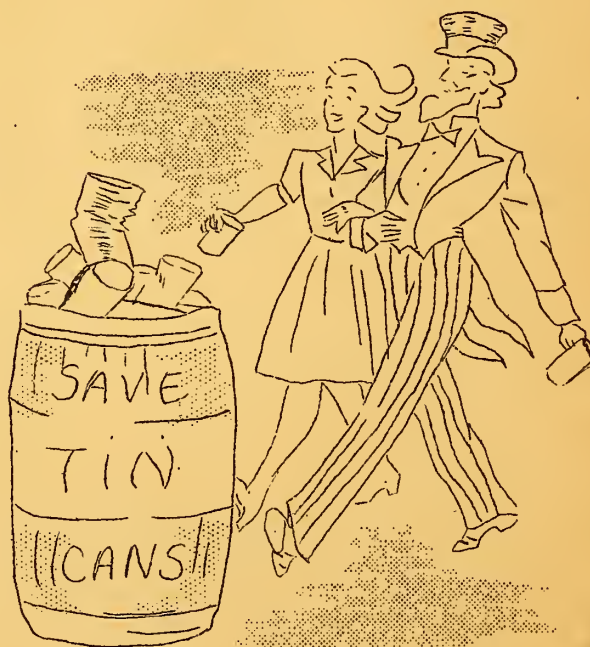
This is why tin cans are important:

Maybe some people think that...because we've cut down a great deal on our use of canned food...the number of cans it's possible to save won't amount to much. The answer to that is that even under point rationing, American kitchens will use enough tin cans in one year to provide steel for almost 23 thousand medium tanks...or 900 destroyers. You can bring the importance of tin home to many of the women listening to you if you tell them that tin has vitally important medical tasks to perform. It takes 100 percent pure tin to enclose the small individual morphine hypodermic syringe (or syrette) which the wounded soldier uses on the battle field. The emergency sulphur ointments which protect him from deadly infection in the jungle are encased in tin. Those ointments also help to heal burns, and relieve injuries to the eyes. That precious blood plasma with which countless lives are being saved right at the front lines is safeguarded with tin. Tin containers of many kinds are indispensable to every branch of the Armed Forces...because it's the most perfect protective covering. No other metal or substitute will serve as well.

Tin is also the best protective covering for food. Tin-coated steel containers withstand shock...heat... cold...contamination...climatic changes...and the storage hazards which food for soldiers must meet in wartime.

Where the tin cans go:

The prepared cans, (clean... open at each end...and flattened) are sent directly to detinning plants, where they're placed in a caustic solution which takes the tin off both the outside and the inside. Incidentally ...only about one percent of the can is actually tin...so it takes a lot of cans to get any quantity of tin. The remaining scrap steel is



either sent to steel mills...for the use in the production of steel...or to copper mines...where it is used for precipitating copper from the mine waters. There each tin can produces its equal weight of copper.

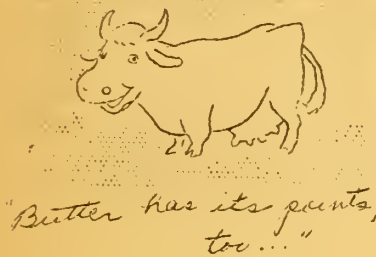
Collection Service Improved:

In the early days of tin can salvage, collection was a serious problem, and not always well handled. Now...however...regular collections are provided in nearly all large cities...either by the city Government...or by volunteers from industry. About 15,000 salvage committees are in operation throughout the country, and in addition, there are 2,000 industrial authorized agents helping in the collection and preparation of tin cans. There has been also considerable expansion during the last year of the plants which accept cans for war use.

A Woman's Job:

Tin can salvage is certainly a woman's job...something every woman can do which will be of material help in fighting the war. Make your listeners understand that tin is a fighting metal...it must be salvaged!

FACTS ABOUT BUTTER



We gave you a number of facts about the butter situation last week. Here's a bit more information, supplied by OPA, which may be valuable to you. The question has arisen as to why butter rationing isn't separated from meat rationing. The answer is that they're grouped together for the sake of simplicity. Separate rationing would require separate stamps...of course...more work for the storekeeper...and more bother for the housewife. The matter of

separate rationing of butter is now being considered by OPA, however, in view of the heavy consumer demand.

Perhaps you've heard people ask why the Government doesn't allocate butter to regions with less than their fair share. Well, this would require the Government to buy and resell all stocks of butter...a complicated system which would be tried only as a last resort. OPA hopes that the recent increase in the point value of butter will help to even up the distribution...through cutting sales in certain areas.

Point Value The Same

Everyone will be glad to hear that the point value of creamery butter remains at 16 points a pound...although the supply of butter is at a low level. Raising the value higher would likely deprive many persons their share of the limited supply. However...farm or country butter has been increased from 10 to 12 points, in order to reflect the usual decline this time of the year. Process butter has also increased two points.

Margarine and Fats

An increase of the point value of margarine from four to six points a pound was necessary in order to keep margarine evenly distributed throughout the country. In addition...shortening and cooking oils and salad oils have

en increased because the demand was exceeding the supply.

Cheese

The production and consumption of group 88 cheeses have exceeded the expected levels. This resulted in a large amount of milk and cream going into such products as cream and cottage cheese...neufchatel...and cream spreads...rather than in the making of butter and other essential dairy products. Therefore, the point value has been raised from three to five points.

Meat

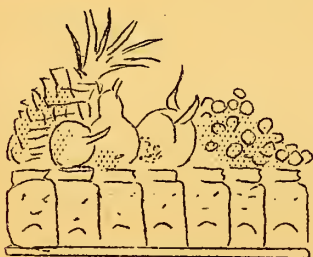
The point values of pork...veal...lamb...and mutton items have been reduced one and two points. It is estimated that civilian pork supply will be increased approximately 15 percent during the month of November...because of the approach of a peak season. Lamb and veal supplies will be larger than they were in October...but not in such increased quantities as pork. Beef cuts will have the same values as in October.



POINT VALUE POINTERS

There are several newcomers on the table of point values which became effective Sunday, October 31. Jams...preserves...and no-citrus marmalades... made their initial appearance on the ration chart with a point value of 6 for the size between 12 and 16 ounces. Jellies and non-citrus marmalades of the same size will require 4 processed food stamps. As the supply of canned fruit is short, the point values of these would have to be generally increased...if fruit spreads weren't included on the ration list. Now that fruit spreads are under rationing...there will probably be a better selection of all types. Citrus marmalade was not rationed because of the large current production, and the products in it are available for increased production, if necessary. The point values of these products is based on the present stocks. If they move too fast...the values can be raised in December...and if the sale is slow...a downward adjustment can be made.

Canned Fruits



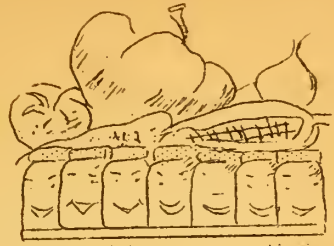
Although the rationing of fruit spreads should slow down the rapid movement of canned fruits... it was still necessary to raise the point value of these fruits: Apples...berries...fruit cocktail...pears...and pineapple and canned pineapple juice...tomato catsup...chili sauce... tomato sauces containing over five percent tomato solids...and those in combination packages with cheese.

Grapefruit Juice

The best news for consumers is that grapefruit juice has been lowered one point. This decrease should be a welcome way for homemakers to obtain more citrus juice in their families' diets.

Reductions In Canned Vegetables

More good news is the reduction of No. 2 size cans of beets from 8 to 5 points...and the lowering of No. 2½ cans of pumpkin and squash from 21 to 15 points. Even though the point values of these canned foods have been lowered...the fresh ones should be promoted while they're available.



Off the Ration List

The new ration chart will be minus several foods this month -- pickled...spiced...and brandied fruits. In the frozen category, "the all other" will be eliminated. An example of this is the frozen persimmon. With the new manner of listing each food specifically...there should be no confusion as to whether the item is rationed or not. Dried and dehydrated soups and peas and lentils have had no point value for several months. As the supply outlook for them is good, they have been entirely eliminated from the chart.

As you probably know...the jams and jellies go on the same ration list as other processed food. You might remind your listeners that the blue stamps X, Y and Z are good through November 20. However...starting November 1 -- for use through December 20 -- their new green stamps A, B and C in Book Four will be valid.

A POTATO IS A POTATO IS A POTATO

That's the way Gertrude Stein might have said it...or, in a more classical mood, paraphrasing Shakespeare..."A potato by any other name...". What we're getting at is that the current Victory Food Selection on Irish potatoes is intended to include all varieties of white potatoes, from Maine to Idaho, and all points North, South, East and West! The question has been raised in some areas as to just what Irish potatoes are. The answer of the War Food Administration is that the Irish potato is an all-American vegetable...and that certainly means white potatoes raised in every part of the country. And you won't go wrong if you continue to urge your listeners to buy more potatoes.

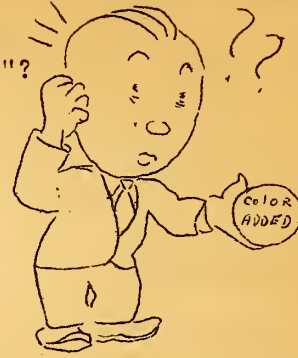
FDO #87 -- FATTY ACID INVENTORIES LIMITED

In order to provide better distribution of available supplies of fatty acid...inventories (excluding fatty acids produced by the user) will be limited to a 60 days' supply. These limitations will be based on the quantity of fatty acids used during the first six months of 1943. Non-producing users may figure their inventory as one-third of the quantity consumed in the first half of the year.

This order does not apply to crude and refined tall oil, and raw or acidulated foots from the refining of animal...vegetable...fish...or marine animal fats and oils. However, it does apply to all fatty acids produced from these oils, and purchased by the users, whether distilled or undistilled. Among the common fatty acids affected by this order are those produced from cottonseed...peanut...soybean...corn...coconut...and hydrogenated vegetable and fish oils.

MAKING THE ORANGE "ORANGE"

How do you suppose the homemakers in your audience feel about an orange bearing the stamp "color added"? Do you suppose they have a prejudice against it? Perhaps they're reluctant to buy it...thinking it isn't ripe...although it looks perfectly all right. Maybe you even feel that way about it yourself. If this is the case...both you and they are being unfair to perfectly good oranges...and here's why.



The citrus specialists of USDA tell us it's usually the Florida and Texas oranges which bear this stamp...the law requires that oranges be marked this way...incidentally...when color is added. Wide varieties in day and night temperature...and the presence of iron in the soil of California...makes the color of the skin much deeper, and therefore no help is needed to make the western orange really "orange colored". (And we're not going to say anything more which might start one of those Florida-California debates!) The Florida orange...however... often reaches maturity while the skin is still green...and to get the traditional bright color...a special beauty treatment is required, so to speak. Practically all oranges go right from the tree to a coloring room...really a gas chamber...where the action of the ethylene gas helps to change the color of the skin. Then if the color still isn't deep enough, Florida and Texas oranges are put into a dye solution, which makes it darker. As a matter of fact...only about one-third of Florida oranges require color added for deepening the orange color.

There are several important facts to remember...and to pass on to your listeners. First...these color-added oranges are ripe...under Florida law certain maturity tests are required...and these tests are more strict for the color-added fruit than for the other. Second...the dye used meets specifications of the Department of Agriculture...and is subject to Government analysis at any time. Third...changing the color of the skin by this means does not in any way affect the quality or the flavor of the orange.

The early fruit is particularly slow to color on the trees, and the process of changing the color of the skin in this way has been a great help in meeting the public demand for oranges. Don't think an orange is sailing under false colors when that phrase "color added" is stamped on the outside. It's just another instance of science coming to the aid of nature.

HOME SLAUGHTER NEWS

In an attempt to make the requirements covering home slaughter...and point free meat consumption...as clear as possible, the Office of Price Administration and the War Food Administration have jointly announced a simplified procedure. The WFA stated that an individual may now slaughter for home use without a license or permit...provided he is entitled to consume the meat point free. OPA announced that a person is entitled to have the meat point free only under the following circumstances:

- (1) The meat was produced from livestock which was raised from birth on a farm or other premises which he operates;

- (2) The livestock was raised for at least 60 days immediately before slaughter, on his premises;
- (3) The livestock was raised on his premises for a period during which the weight was increased by at least 35 percent.

In addition to these requirements a person must have resided on a farm which he operates more than six months of each year...or must have visited the farm for the purpose of giving personal attention and supervision to the raising of the livestock for at least one-third of the time he claims the right to consumer point free meat.

By meeting these conditions, farmers will now be permitted by WFA to slaughter for home use without a permit or license. All others who slaughter meat must have a permit or license as in the past.

HOME-MADE BREAD TO THE FRONT



Here's another answer to the government's plea that we eat more of the abundant foods... and conserve foods that are scarce. Cereal products are among our most plentiful foods... and it's certainly no hardship to step up our consumption of these products...by using a variety of hot breads. It'll add interest to your homemakers' menus...so how about passing along a few ideas on variety breads they can bake themselves? That hot bread will help make up for the short meat supplies...and there are no ration points on cereals.

You might get out your recipes for quick pecan rolls...whole wheat biscuits...Scotch scones...or coffee cake...and give your listeners some new ideas on the most staple part of their meals. Then there are the yeast breads...that take so little shortening that it hardly counts on their ration books.

Two tablespoons of fat are enough for four loaves of bread. Rolls take a little more fat...but still not enough to worry about.

In a discussion of breads...don't forget to mention all the varieties that can be made with soy flour as a base. That's one nutritional product that is already headed for popularity...but it deserves more votes from homemakers than it's getting.

Miss Jessie W. Harris...chief of the Nutrition Division of Food Distribution Administration has this to say about hot breads..."If bread is the staff of life...then good hot bread is a gold headed walking cane."

While we're on the subject of grain products...maybe you haven't heard that there's a slight increase in the production of precooked cereal baby foods reported by industry representatives to the War Food Administration.

FRESH FOOD ROUNDUP



Maybe you've been hearing so much about potatoes in the past few weeks...that they're getting to be an old story. But you can't get around the fact that they are the best current buys on the market...so the more you urge your listeners to eat some and store more...and the more ideas you give them for different ways of preparing them...the more Uncle Sam will like it.

Incidentally...sweet potatoes are coming in for a little of that limelight. They're in moderate supplies on most Southern markets these days...and they're selling at cheaper prices generally than they've been. So you can give your listeners a few pointers on sweet potato dishes...too.

Moderate supplies of collards...coming from Georgia...South Carolina...and Alabama...are reasonably priced this week...and they're on the increase...headed for peak shipments in another few weeks. Lagging a little behind collards in current supplies are mustard greens...though they'll be more plentiful soon...too. Both turnip greens...and turnips...are in fair supplies...and selling at low enough prices to fit into your listeners' food budgets. For an every-day dish...and a good one, nutritionally speaking...rutabagas are excellent buys this week...rolling into most markets in plentiful supplies...and selling at very reasonable prices.

Those vegetables such as onions...celery...beets...carrots...and lettuce...the makings of a good raw vegetable salad...are available in large enough quantities to satisfy most of your homemakers. Although carrots...and beets are relatively scarce...those onions are still moderate in supply...though they're lighter on most markets than they've been...and the price has gone up a little. For variety in those salads...your homemakers may be able to find a few cucumbers...but they're currently high priced.

Cabbage varies from light to moderate in supplies on Southern markets...but there should be some available in all sections. Fair supplies of lima beans and snap beans are available...and the market for those vegetables is looking up. The late fall movement/is already well underway from most Southern States. of snap beans

The apple story is still a little discouraging...with only light quantities available. But the price ceiling on that fruit is due to go into effect Monday, November 1. Citrus fruit is your best bet for fruit discussion...since both Florida and Texas have started shipping both grapefruit and oranges in light supplies. Both fruits...including California oranges...are currently high priced...since it's only the beginning of the season. Light supplies of California grapes...and Bosc pears from Oregon and California...are generally available...and those grapes are slightly cheaper than they've been.

The Fresh Food Roundup is based on general supplies and movements of fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.

Reserve

1-9-42
F 30R 11A

Atlanta, Georgia
November 6, 1943



Radio Roundup

on food...

NOVEMBER...FFFF MONTH



Produce —

As you know, November is the month of the Food Fights for Freedom Campaign...but don't forget that this campaign must be continued every month until the war is won. November is America's Thanksgiving month...a good time to remind everybody what we have to be thankful for...and to point out to them what we must do to preserve the right to celebrate Thanksgiving in our way.

You're receiving lots of suggestions about ways of putting across the FFFF slogan, we know...produce...and conserve...share...and play square. You doubtless have a good

many ideas of your own too, based on local conditions, the type of program you do, and all that. Here's some of the information given to the people who attended the recent Agricultural Outlook Conference in Washington which we feel would make good program material. As you may know...this is a yearly meeting of agricultural and home economists. They're invited from nearly every State in the union...this year 44 States were represented. These people present their ideas of what's ahead for agriculture in the following year...and check them against the picture as seen from Washington.

The Farmer's Job in '44

These discussions reflected the fact that American farmers have a tremendous job ahead in 1944. Our food production increase is much greater than in World War I...28 percent, as against 12½ percent...in each case compared with the record year's output preceding each war. This production must be kept up if we're to meet the greater demands of World War II, however. Howard R. Tolley, Chief of the Bureau of Agricultural

U.S. Department of Agriculture

Food Distribution Administration

Economics of USDA, said...that with just average weather next year and average yields...we'll break another food production record. Mr. Tolley reported that the general verdict is that the 1944 farm income will rise slightly over the record income in prospect for this year. If your program is heard in rural areas...you'll do well to pass along the suggestion of the conferees that farm income can best be spent in two ways...by paying off debts and by purchasing War Bonds. Many things will be needed on farms as soon as the war is over...new machinery, of course, and there'll be construction and repairs to make. It seems reasonable to figure that it will be better to have a nest-egg of War Bonds, even if some debts are left to pay, than to have all the debts paid up and no Bonds.

How Much Food Are We Shipping Abroad?

Mordecai Ezekiel, Economic Adviser to the Secretary of Agriculture, was another speaker at the Outlook Conference. He pointed out that the United States is not now the major source of export food for war or relief purposes. There are 62 million tons of food exports (largely wheat and sugar) from all parts of the world available to the United Nations in 1943...provided there were transportation to move it all. Of this...only about one-tenth would come from this country...our contributions being largely dehydrated and scarce foods.

The Food Situation in the Allied Countries

Dr. Ezekiel told the Conference that in England land under the plow has been increased 50 percent. Where England used to import two-thirds of her food...she now imports less than half. Even so, she's had to use every scrap of food and feed, she's had to get along with one-fourth less meat, and has had practically no fresh fruit.

The Soviet Union is not nearly as well off. Almost half her crop land was overrun by the Germans, and her livestock losses have been severe. To keep their soldiers well fed, Russian civilians have gone on very short rations...from 20 percent to 40 percent below normal requirements. Russia now has even more of a food problem...when she liberated millions of people...as she did in her great victories this year...she greatly increased the mouths to be fed.

China has lost about half of her cultivated farm land, and she now has...in addition to those who live there...10 million refugees. Chinese soldiers usually are supplied only with rations of grain...they buy whatever else they can get with their small money wage. Chinese civilians...like the Russians...now have far less food than they need.

How Are the Axis Nations Getting Along?

Japan is nearly self-sufficient in foodstuffs, except for rice, of which she imports one-fifth. Her imports of Manchurian soybeans are falling off as a result of farmer resistance to Japanese exploitation. Fish...Japan's main source of protein...may be reduced by scarcity of materials and manpower, and naval



— and Conserve...

operations. Even so...Japan probably has been troubled relatively little by food shortages.

Germany has suffered far less for food in this war than in the last. She is now 90 percent self-sufficient in calories. Food seizures and levies on the conquered areas, and armies supported outside the country, have helped maintain her food supplies. Her imports from nearby countries have run over half her total pre-war food imports. German civilian rations of fats and meat are about one-half below pre-war levels. Calories and protein are maintained within 10 percent of normal. Thus far, food shortages have had a negligible influence on Germany's fighting ability.

Present Both Sides of the Story

Tell your listeners both sides of the story, why don't you? Perhaps this will help them to understand why food is fighting for freedom.

OPA Regulations help the FFFF Campaign



Share —

Here's another thought for those November broadcasts on the FFFF Campaign. Remind your listeners that observing rationing rules and price ceilings on food and other commodities is an important way of playing square. There are some people to whom it's still necessary to explain the reasons behind food rationing and price ceilings...some who still think we'd get along better if there were no controls at all. You'll hear them say: "Why, we've got plenty of food in this country." That's very true...but with our civilians and commitments to our Allies...there are more people depending on this food than ever before. In addition...a great many of them are eating larger quantities than in pre-war days, and certainly many

of them are better able to buy more food than they could formerly afford. If there weren't any rationing, lots of those people would be at a great disadvantage in shopping for food...the ones who came early could buy as much as they liked...leaving slim pickings for the rest.

And then there's the matter of prices...without price control, the people with the most money could bid up the cost of food to any height they chose. Those with limited incomes might be absolutely unable to pay these high prices...or, at best, would have to spend far too much of their income on food.

Not Everybody is Making a Lot of Money

One important thing to remember is that not everybody has more money to spend. The families of our fighting men...school teachers...policemen...firemen...and those who depend on insurance payments and annuities...are living on fixed incomes. Not all industrial workers are earning high wages either. These are the ones particularly in need of the protection of price ceilings.



— and play square.

Dangerous Dollars

Do you realize that all of us together will have better than 126 billion dollars to spend this year...after taxes are paid? And that there are only about 89 billion dollars worth of consumer goods to buy? The difference is 37 billion of what OPA calls "dangerous dollars". If prices were not controlled, they'd go up all along the line, until even the necessities of life would become prohibitive in price.

The understanding of the necessity for price control will help to make it more effective. It will take all of us to enforce it...business men and purchasers too. Price control regulations are not simple...but you can help a lot by telling the homemakers in your audience why it's so important to know what legal prices are...and to stay within them.

TO MARKET, TO MARKET.....



But not to buy as fat a pig as usual! Probably you've heard that the War Food Administration is urging hog producers to market their animals earlier this year, at a time when they're fifty or sixty pounds under the usual weight. Here's the reason why.

We have the largest pig crop in history...21 percent more than last year. However, if all those pigs go to market at the normal time, in December and January, there just won't be enough room! The slaughterers have labor and transportation problems, the same as everybody else, remember. That's the main reason for encouraging early hog marketing, and a good one.

Here's what it will mean to consumers. This should mean a larger supply of pork in the markets within the next few weeks. Also, some of the hams and shoulders may run a bit smaller, which will please the people who are buying for a small family.

THAT BUSY MR. HENDRICKSON

Judge Marvin Jones has named Roy F. Hendrickson, Director of Food Distribution, to be Chairman of the new Food Requirements and Allocations Committee. This committee takes the place of two groups known as the Food Advisory Committee and the Inter-Agency Allocations Committee. Its members are representatives of all United States agencies who are claimants for food...either for domestic or foreign account. The Chairman is authorized to accept other agencies as claimants from time to time, as conditions warrant. Also...as personal representative of the War Food Administration ...he is responsible for receiving all food requirements, and for recommending all food allocations to the Administrator. He is the only voting member of the Committee.

Judge Jones also has designated Mr. Hendrickson as his personal representative and deputy on the Combined Food Board.

AMERICAN THANKSGIVING ALL OVER THE WORLD



American soldiers scattered throughout the world--in Italy, India, North Africa, and the Aleutian Islands and the South Pacific, will be served a true American Thanksgiving dinner. The Quartermaster Corps recently announced that the good old American tradition of turkey for Thanksgiving will be spread to our soldiers no matter where they may be stationed. In fact, all the trimmings -- dressing, gravy, and cranberry sauce -- will be included in the dinner.

Troops that may be on Army transports enroute to overseas bases will also have a complete dinner similar to the usual Thanksgiving dinner which Mom used to cook. In fact, every soldier, whether he is in the United States, at an overseas base, or enroute to a new station, will be provided for.

In order that our soldiers would get these turkeys in time, civilian sale was stopped from August 2 until October 25. During this time turkeys were being shipped overseas. Quick frozen birds will be supplied in most cases. However, in extremely warm climates where refrigeration isn't available, canned turkey or chicken will be furnished. In some parts of the world fresh killed turkeys may be available if the Army can get them without infringing on civilian demands.

We thought perhaps you'd like to see the Thanksgiving Day Master Menu as planned by the Quartermaster Corps for our soldiers wherever they're stationed. Although tobacco isn't included on the menu, most companies will provide ample supplies of cigars and cigarettes to go with the festive meal.

Thanksgiving Menu for Soldiers -- Thursday, November 25, 1943.

Breakfast

Oranges
Dry Cereal
Fresh Milk
Hot cakes
Bacon
Toast
Butter
Syrup

Dinner

Fruit Cup
Roast Turkey with dressing & Gravy
Cranberry sauce
Mashed potatoes -- buttered peas
Corn
Tomato & Lettuce
Crisp Celery - Assorted pickles
Hot Rolls - Butter
Pumpkin Pie
Apples - Grapes - Candies - Nuts
Coffee

Supper

Cold Cuts
Sliced cheese
potato cakes
left over vegetables
Bread
Butter-Peanut butter
Cocoa

POSTSCRIPT ON HAMBURGER



U-m-m-m!

In a special order...issued after the regular monthly ration point changes came out...OPA increased the point value of hamburger by one point, to 8 points a pound. This order became effective on November 2nd.

The definition of hamburger was broadened at the same time, so that meatier cuts of the lower grades of beef can be added. Under the new ruling...retailers may sell as hamburger all meat from the entire carcass (with the exception of head meat) obtained from grade D beef, known in the trade as "cutters and canners" grade.

OPA explains that this will assure the full use of meat from grade D beef, now reaching the market in large quantities. Because of the labor shortage, slaughterers are unable to follow the usual custom of removing the bone from this grade of beef and storing it for future use...or making it into sausage and canned meats. Much of it is being shipped to retailers, and the change in the definition of hamburger will enable them to sell it in this way. We are now in the season of peak production of grade D beef, which...as you may know...is from cattle not held for feeding to better grades. Its use as hamburger is to be permitted only until December 5th.

MORE CANNED FOOD FOR CIVILIANS

The War Food Administration has directed the release of approximately 2,790,000 cases of canned peaches...peas...and tomato catsup for purchase by civilians. These are from reserves held by canners for possible emergency requirements of the government. It does not appear now that processors need to hold the full amounts of these reserves.

The foods to be released include 900 thousand cases of peaches...over a million cases of peas...and 810 thousand cases of catsup. They probably won't reach the grocers' shelves for several weeks...but it's very welcome news at this time of year...when fresh fruits and vegetables are less plentiful.

MORE RICE FOR CIVILIANS IN NOVEMBER

If your listeners have been cutting down on their rice custards...rice in chicken soups...and other rice dishes...because they found this food hard to get at times...you might pass along the good word that they're likely to find more rice on the grocers' shelves after this month. The War Food Administration has removed all Government set-aside requirements for rice milled in November. This was accomplished through an amendment to Food Distribution Order No. 10...covering rice. That is the order under which 45 percent of the production of rice mills is directed to be set-aside for Government purchase. It is expected that this month will give dealers and manufacturers time enough to replenish their stocks.

A SMALLER PIECE OF CHEESE FOR UNCLE SAM

During November and December...the months of lowest cheese output...Uncle Sam will take only 25 percent of the monthly production...instead of the 50 percent which went to the Government in October. This means that civilians will get about the same quantity during this period as they've been receiving in recent months...about 30 million pounds per month. The deficit in the quantity of cheese needed for the Armed Forces...our Allies...and emergency war programs will be made up from the "cheese bank" built up during the summer months of peak output.



The Food Distribution Administration explains that by purchasing cheese on a seasonal basis...the Government hopes to keep the supply for civilians on a fairly even basis.

WATCH YOUR NUTRITION COMMITTEES

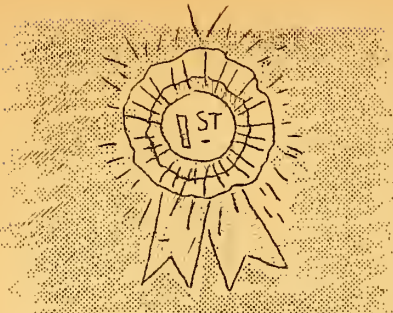
For some effective local interest items...it's a good idea for you program directors to keep a weather eye on nutrition committees in your section. We'll keep you posted on their activities from time to time...but you'll probably be able to learn much that would be of value to your listeners from your own committee.

Here's an item from the Mississippi State Nutrition Committee...this group is collaborating with the Mississippi Home Economics association in holding a series of nutrition deficiency demonstrations in the state. Three demonstrations...each open to approximately 100 people...were held this past week-end in Jackson. Demonstrations were sponsored by the Mississippi Board of Health...and directed by Dr. Walter Wilkins...Public Health Nutrition Specialist for the Food Distribution Administration in Washington. Five additional meetings have been scheduled to follow in various sections of the state.

Other nutrition groups on the job include the Kentucky state committee...which recently sponsored a meat canning school at the University of Kentucky. Purpose of the school was to coordinate the teaching of the different agencies on meat canning. Representatives of various state agencies...and the teacher training institution...attended demonstrations on canning meat...and the killing...dressing...and cutting of poultry. Discussions featured meats to can...cure...and store...slaughtering and distribution regulations under rationing...and food poisoning and sanitation.

These nutrition committees are doing a real job...and many of their educational projects you can help along now and then with a timely boost on your program.

FRESH FOOD ROUNDUP



*For those who eat
plenty of fresh
vegetables...*

Along with urging your homemakers to make the wisest use of their share of food...in your Food Fights for Freedom plans...how about stressing the importance of making use of fresh vegetables...while they're available...and lessening the pressure on canned goods...scarcer...and more vitally needed other places. Naturally...summer abundancies of many fresh fruits and vegetables are over...but there are still adequate supplies to keep most of your listeners from delving too much into the canned food shelves...or into their own supplies of home canned foods.

Potatoes...for instance...should be first on their lists of fresh vegetable buys this week. The Victory Food Selection on those Irish Murphies has been extended...and it's still going full tilt. They're reasonably priced...too...and it's not too late for your listeners to get in extra supplies to store for later use. Here in the South...sweet potatoes are beginning to share some of their glory. They're in good supply throughout this region...and though there's been a light advance in the price of those yams in some sections...they are generally moderate and certainly worthy of plenty of space in your listeners' menus.

And while we're on the subject of root vegetables...don't forget to mention rutabagas...still plentiful...and relatively cheap...and turnips, which are rolling into most markets these days in fair supplies and at reasonable prices.

Greens are among the principal winter vegetables...and they're already in adequate supply on most Southern markets...though they're not as cheap as they'll be later...in their peak season. Fair supplies of collards and turnip greens...from this region...and spinach...from Tennessee and Northern states...are available. Light quantities of mustard greens are appearing on the markets at fairly reasonable prices. Good quality cabbage is rolling into markets in adequate quantities.

Moderate supplies of fresh tomatoes are arriving from Alabama and Florida...and a few shipments are reaching this region from the West. The late fall season of snap beans, principally from Florida, is well underway. The season for lima beans is about over...though a fair supply of butter beans is available.

Citrus fruit offers the most encouraging note in fruit discussions...although the main Florida season is just getting underway. Fairly liberal supplies of Florida oranges...plus rather light supplies from the West...and from Texas...are available...and the price has gone down a little this week. They're selling a little below ceiling levels...in some sections. Fair shipments of grapefruit are going to most regions, selling at or near the ceiling price. The apple story is still discouraging...because apples are generally scarce. The ceiling price...which went into effect recently...has lowered prices on this fruit in some regions.

The Fresh Food Roundup is based on general supplies and movements of fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.

Atlanta, Georgia
November 13, 1943



A Service for Directors
Of Women's Radio Programs

Radio Round-up *on food...*

"A" FOR ACHIEVEMENT



It's very appropriate that the first "A" award of the War Food Administration to a seasonal food processor is being made during November...while the Food Fights for Freedom Campaign is being heavily stressed. Before this time... you'll doubtless have read or heard that the award went to the Comstock Canning Company of Newark, New York... on Sunday, November 14th. Do you know just what the "A" award is...and what it means? The "A" stands for Achievement...and we think your listeners will

be interested in the story behind it.

Basis of the "A" Award

You know...of course...about the Army-Navy "E" awards. Well, since food processors are seasonal operators...they're not eligible for it. So the "A" award has been established by WFA to give recognition to them for exceptional output. The standards are just as high as for the "E" award. Quantity and quality of production...in the light of available facilities ...are considered first. Other major factors include:

1. Ingenuity in developing war food products...and cooperation with the Government.
2. Cooperation in carrying out the purposes of the various food purchase programs.
3. Effective management...ability to overcome production obstacles...satisfactory management-labor relations... including the avoidance of work stoppages.

Food Distribution Administration

4. Training of additional labor forces...low absentee records.
5. Accident prevention...health and sanitation.

The same plant cannot receive both the WFA "A" and the Army-Navy "E". A single company...owning separate plants...may receive an "A" for one and an "E" for another...depending on the schedule of operation. Large and small plants have equal opportunity.

How Selections are Made

WFA will use great caution in making the award...in order to protect its prestige and the honor it represents. The procedure for nomination is simple. Recommendations are made by the FDA in Washington...or by members of the field staff. Every nomination will be carefully considered by an Awards Board...which will recommend final action to the Director of Food Distribution. The Awards Board will consider only plants that have done an exceptional job with the facilities at hand. A plant functioning largely as it did in peace time will be given little consideration...unless it has overcome serious obstacles or has increased production considerably.

The "A" Flag

The award is represented by a rich green flag...symbolizing the agricultural background of the food processing industry. The center design is a circle formed by a head of wheat on one side and a steel gear on the other...signifying full agricultural production. The blue "A" stands within the circle...emblematic of achievement. A white star in the upper left corner of the green background stands for the production record for which the flag is awarded. Plants which qualify in subsequent seasons will receive additional stars.

A pin has been designed for individual employees of the plant to wear. It bears the words: "Achievement Award -- Food For Freedom."



Simple, but impressive presentation ceremonies will be held at each plant as soon as possible after announcement of the award. The Army and Navy will cooperate with WFA in making the presentation...in appreciation of the essential service given by seasonal food processors.

"A" Award Goes Also to Counties for Production

The work of farmers in achieving outstanding food production also will be recognized with an "A" award. The flag will be presented to the County...with the Armed Forces taking part in the ceremony...just the same as when a processing plant is receiving one. County awards are based on the following: production record and extent by which the county exceeded 1943 goals...overcoming severe handicaps...extent of shifts to vital war crops...improvement in farm production efficiency...fuller use of land and labor resources.

Aroostock County, Maine, was the first county to be honored...and counties in the following states have been named to receive the "A" Award

for food production: California, Colorado, Florida, Georgia, Illinois, Indiana, Kansas, Maryland, Mississippi, Ohio, Tennessee, Texas, West Virginia, and Wisconsin. If you don't know the names of the counties ...you can find out from your State War Board. This is not necessarily a complete list...there may be other counties in other states receiving the award...as nominations are open until January 1, 1944. You'll probably want to watch for the announcement of the dates on which presentations are to be made...there should be good program material here.

Tie Up the "A" Award with the FFFF Campaign

As part of your November program plans...we suggest that you tell your listeners how important the Government considers those who devote themselves to the business of food production and preservation. It may help to make homemakers realize even more fully why all of us must make Food Fight for Freedom.

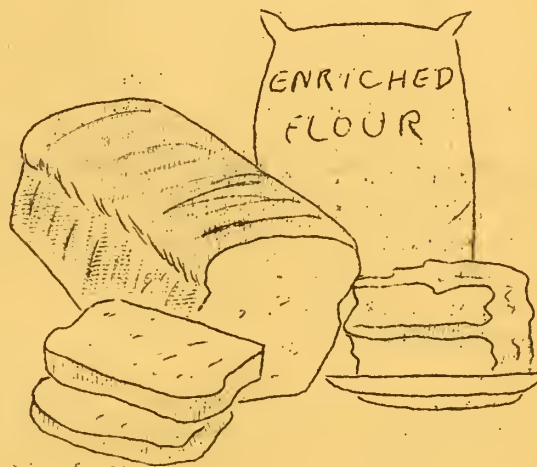
CONFIRMING A RUMOR



"It's getting into focus..."

You've probably heard that a WFA order is on the way...requiring that all white flour made from wheat and sold as "family" flour, be enriched, according to Federal standards. It's true that this is under consideration...and if the order is issued...it will round out the enrichment program. In addition to the ordinary flour sold for family use...all cake flours...self-rising and phosphated types...and prepared mixes would be affected. Food Distribution Order No. 1, the Bread Order...as you'll doubtless remember...requires enrichment of commercially baked white bread and rolls only.

If and when this new order comes out, it will mean that those who most need the benefit of enriched flour will get it. As you know, many low income families have been buying the non-enriched variety because it's a few cents cheaper per bag. Actually the difference in price will be very slight, amounting to only 17¢ per 100 pound sack more than the plain flour.



We're watching for the actual issuing of the order, and will keep you posted.

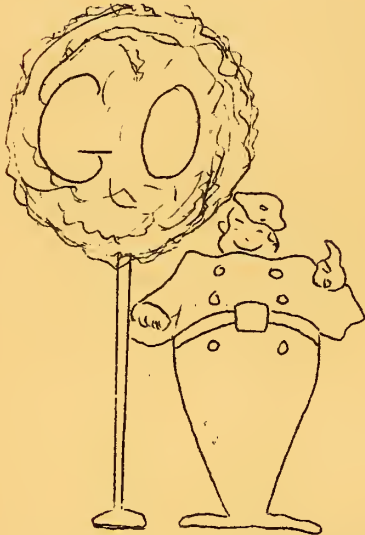
COUNTY WAR BOARD DUTIES CHANGED

In the October 2nd issue of RADIO ROUNDUP we gave you an outline of the duties of the County War Board...the third in a series designed to answer any questions of your own, or which you might receive, about various county agricultural activities. There've been some changes made, though...and certain functions which have been handled by the County War Boards

have been reassigned to other agencies. Activities that are an actual part of, or are incidental to, the regular programs of particular agencies are now to be handled by those agencies.

For instance...general educational work on war programs, and cooperation with the Army in producing food on military reservations will be handled by the Extension Service...local deferment of agricultural workers, by Extension under the direction of the Office of Labor. Increasing production of forest products will come directly under the Forestry Service. The Agricultural Adjustment Agency will handle production goal work. The Triple-A also is assigned such work as facilitating transportation and distribution of feedstuffs...rationing and allocation of farm machinery and equipment...issuance of farm slaughter permits...the administration of farm transportation programs...and a few others, under the direction of the WFA agency responsible for administration of the work.

SPINACH GETS THE GREEN LIGHT



Spinach is already one of our most publicized vegetables...thanks to Popeye...but there's need for a lot more publicity spotlighting those greens in most sections of the country. At the present time...it's plentiful (except perhaps on the West Coast) and is reasonably priced throughout the country. In Oklahoma... Arkansas...and Southern Illinois there is an abundance which will probably continue for at least several weeks. You may remember that last spring's floods in those areas left the land suitable for only certain crops... and, as spinach was one of these...farmers planted more than usual. In addition to these crops...the regular supplies from the Norfolk area and Texas will soon appear on the market.

In some localities the situation is critical -- you'll want to check in your particular section before promoting it. The Army is trying to help out by using large quantities of spinach...but there's still a need for civilians to eat more too. If they can't use much spinach now... you might suggest that they can some for use when the fresh supply has been exhausted.

Improper cooking is behind some of the lack of enthusiasm for this nutritious green. A warning that it should be washed carefully and cooked quickly might be helpful in persuading people to use more spinach. Then... of course...one of the main selling points of spinach is its exceptional supply of vitamins and minerals in the green leaves. Spinach eaten raw is a double duty vegetable -- contributing to both Group One and Two of the Basic Seven Chart.

There's a lot you can do to help the growers sell their bumper crop of spinach...and your homemakers will profit by it...too.

THE TURKEY SITUATION'S LOOKING UP



"This is my month" —

Tell your listeners to go ahead and order the Thanksgiving turkey...if they haven't done so already. They'll be reasonably sure of getting one for the 25th...and also for the holiday dinners afterward...if they like.

The turkey embargo...which went into effect on August 2nd...made certain of 12 million pounds of turkey for our fighting men and women abroad, and, in addition...from 20 to 25 million pounds for the Armed Forces in this country. After all that, however, around 445 million pounds of turkey...or about $3\frac{1}{2}$ pounds per capita...will be left for civilians.

"But it's my time to crow too!"

And don't forget, there's a record supply of chickens this year. Last-minute shoppers who are disappointed in getting a turkey might well settle for chicken.



FOOD FACTS ARE KNOCKING AT YOUR DOOR

November...as you've been hearing on all sides...is the initial month of America's Food Fights for Freedom campaign...it's the month to sum up what our food has already done...and to line up what it must do in the future. So...when your homemakers settle down to their traditional Thanksgiving dinners in another week or so...you can help a lot if you'll have given them a little more understanding of the basic facts on food...how much this country is producing...how it is fighting on every battle front with our soldiers...sailors...and marines...with our Allies...with liberated peoples...and right here on the homefront...so that they'll see how and why it's divided among these various groups as it is. They should understand why we must have rationing...and price control...how they are wasting food...and what they can do to prevent that waste...why they must "produce and conserve...share...and play square" with the food that they have.

Food Fights for Freedom will be brought right to their kitchens this month...when campaign representatives will call on a large part of the nation's homemakers to explain some of these food facts in detail. Already...some million and a half leaflets on food facts...on ways of preparing plentiful foods...and on food conservation...have been distributed in the Southern Region. Through the house-to-house canvassing...these leaflets will find their way into the hands of many of your listeners. So tell you homemakers to welcome these callers...they'll be bringing them facts that are not only interesting...but helpful...in planning wartime meals...and in saving on America's food supply...as well as the family budget.

In line with the Food Fights for Freedom campaign...a mammoth FFFF rally is slated in Louisville, Kentucky...the Tuesday before Thanksgiving. Similar rallies may be scheduled for your community...and a little boosting on your part will help a lot.

NOVEMBER CROP REPORT

According to the USDA crop report released on November 10 (as of November 1) total crop production this year will be about 18 percent above the average during the 1923-32, or a pre-drought period. It's 6 percent below last year's tremendous crop...but 5 percent above production in any previous year.

Here are some general figures on important crops:

CORN -- 3 billion, 86 million bushels; a larger total corn crop than in any season prior to 1942.

SORGHUMS for grain...a main source of feed in the Southwest -- 107 million bushels, more than in any year before 1942.

SWEET POTATOES -- nearly 76 million bushels, compared with an average of 70 million.

SOYBEANS -- nearly 206 million bushels, close to last year's production, and 100 million bushels more than in any preceding year.

RICE -- 69 million bushels, 3 million more than last year's record.

POTATOES -- 469 million bushels, a record crop, even if the early freezing weather in some areas causes loss, the crop should still far exceed that of any previous year.

Vegetables

Frost in northern producing areas has ended the season for tender vegetables. Good harvests are expected of hardy crops such as beets...cabbage...carrots...cauliflower...celery...parsnips...and turnips, especially in New York and Pennsylvania. In the South...harvesting of tender crops like snap beans...eggplant...green peppers...and tomatoes has commenced, and will increase in importance during the next few weeks.

Considering both the Northern and Southern production areas...from which the bulk of market supplies will come for the rest of the year...crops are expected to be about 3 percent greater than in 1942. On the whole...we can expect heavier supplies of lima beans...snap beans...carrots...celery...eggplant...lettuce...green peas...and spinach than last fall. There are likely to be lighter supplies this fall than last of cauliflower...cucumbers...green peppers and tomatoes.

Predicting plantings of commercial vegetables, the crop report says that combined acreages of the following winter and spring crops will be about 16 percent greater than for the corresponding 1943 season: Artichokes...cabbage...cauliflower...escarole...kale...lettuce...shallots...asparagus and onions...with increases in onions and cabbages especially large.



Fruit

Total 1943 production of citrus and other major fruits is expected to be about nine percent less than the corresponding total for last year. The fruits on which this percentage is based...in addition to citrus fruits ...are apples...peaches...pears...grapes...cherries...plums...prunes... and apricots. Production of these latter fruits will be 17 percent less than in 1942. However...the three percent increase in citrus fruit production over last year will offset to some extent the decrease in deciduous fruits.

Special Note on Cranberries

The 1943 cranberry production is now estimated to be 15 percent less than in 1942...though it's 13 percent higher than the 1932-41 average.

Nuts

It is expected that there will be 10 percent more tree nuts...walnuts pecans...almonds...filberts...in 1943 than in 1942...with a crop 22 percent larger than average.

Milk and Eggs

The number of milk cows on farms at this time is two percent greater than at the same time last year...but total milk production on November 1 was down about 2-1/2 percent. The number of hens and pullets of laying age on farms is about 7 percent above last year. October egg production was up about 7 percent.

Tobacco

About an average crop...1 billion 400 million pounds.

PATRIOTIC DIETS

As more and more people are giving blood for plasma...the question of the diet of these donors should be of interest to many of your listeners. As you realize...the diet is of primary importance in the regeneration of blood. Under rationing...of course...it's more difficult to include sufficient amounts of the foods needed to build back the blood ...but...with careful planning...and selection...it can be done.

First of all...the diet should be well balanced with all the Basic Seven food groups...and it should include extra amounts of foods rich in protein and iron. Liver...for instance...or kidneys...should be eaten two or three times a week...at least. Lamb...beef...and pork liver and kidneys are cheaper...and lower in point value...than calf liver...and they are equally as nutritious. Heart or tripe may be substituted occasionally. Eggs...dried beans and peas...peanuts...whole grain cereals... and green...leafy vegetables should be used in large quantities.

A diet of this kind will supply the other essentials for blood building... and it should help insure against any ill effects from repeated donations by healthy persons.

FRESH FOOD ROUNDUP

In the face of that November crop report we just told you about...you should feel no doubts about continuing to urge your homemakers to use as many fresh...perishable foods as possible...to take a little of the pressure off the scarcer canned goods supply. Markets are currently offering plenty of varieties...and in quantities large enough so that your listeners should have no trouble fitting their menus to the Basic Seven nutrition charts...as well as making them appetizing. Those Irish potatoes...for instance...are still plentiful and reasonable...and lend themselves agreeably to many different preparations. They always add lots of stick-to-the-ribs food value, too...but it's a good idea to remind your listeners the outer part of the potato contains 50 percent of the Vitamin C content...so that spuds are always better if they're cooked in their skins.



"You'll be thrifter...too!"

Moderate supplies of sweet potatoes...too...are available at slightly higher prices...though farmers are taking a hint from the Government...and storing lots of them for later use...so that they're still not heavy on the markets. Both turnips and rutabagas are plentiful and relatively cheap.

Among the green vegetables...collards are increasing in supplies on most markets...and they're selling at slightly lower prices this week. Spinach...though not grown in this region in large quantities...is coming in small shipments from Georgia...Tennessee...and Kentucky...and is arriving at Southern markets in larger supplies from the North, at reasonable costs. Turnip greens and mustard greens...are becoming more plentiful...and are a little cheaper than they've been.

Good quality snap beans are rolling in from Florida. Florida...too...is in the swing of its late fall cucumber crop...though good cucumbers are selling at fairly high prices. Cabbage...of better quality than it's been...is very reasonably priced on most markets...coming from the eastern coast of North and South Carolina. For an extra treat...your homemakers should be able to find fair supplies of celery from Northern farms. Fairly light quantities of tomatoes are selling at reasonable prices. This vegetable is one of the few selling cheaper now than it was during the same month a year ago.

Liberal supplies of oranges...and moderate quantities of grapefruit...are now available...and are on the increase...now that the Florida shipping season on citrus fruit is getting into swing. These early ones are of good quality. Apples continue to be scarce...and the varieties on most markets are few. Fair supplies of Emperor grapes are selling at ceiling level. Cranberries should be plentiful enough so that your listeners will be able to get a few for their Thanksgiving turkey or chicken.

The Fresh Food Roundup is based on general supplies and movements of fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.

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A Service for Directors
Of Women's Radio Programs

Atlanta, Georgia
November 20, 1943

Radio Round-up on food...

NOTES FOR A THANKSGIVING PROGRAM



United States food production has increased 28 percent since our entrance into the war...and we all must agree...certainly...that nobody has to go hungry under rationing.

Here are a few facts on food from the rest of the world: England...even with her increased food production...has to get along with one-fourth less meat and practically no fresh fruit. To keep their soldiers well fed...Russian civilians get from 20 to 40 percent less food than normal requirements. Chinese soldiers get only a grain ration, and buy the rest of their food as best they can, from a small money wage. Chinese civilians...like Russians...now have far less food than they need. Food supplies in Belgium and Norway are very scarce indeed. In Poland...Greece...and Spain...the situation varies from malnutrition to widespread hunger...especially in large city areas. (NOTE: Athens and surrounding areas have received some relief because of increased production and Red Cross supplies.) Throughout occupied Europe...notably in northern Italy...France and the Balkans...transportation and marketing

Food Distribution Administration

machinery has been disorganized...the peasants are reluctant to sell, because of the few goods in return...and there are acute shortages of food in and near cities. France will suffer still further since the cutting off of North African imports.

When you're asking your listeners to follow the FFFF Campaign slogan... "Produce and conserve, share and play square"...it might be a good idea to present some of these facts.

TURKEY IN ICELAND

In RADIO ROUND-UP dated November 6, we gave you the master menu for the Army Thanksgiving dinner, to be served to Americans in uniform all over the world. There may be minor changes, of course...depending upon supplies...but the traditional turkey is sure to be part of the meal. We heard a report the other day about last year's Thanksgiving Dinner at an American outpost in Iceland, which you might like to pass on to your listeners.

Preparations for the dinner began many weeks in advance...with special attention to the ice cream. Only one 6-quart freezer was available ...so for weeks before Thanksgiving, soldiers were cranking that lone freezer, storing the product in a refrigerated space in preparation for the big day. The boys who'd helped to freeze that ice cream are reported to have enjoyed it even more than the ones who had only the pleasure of eating it.



A special treat for these soldiers was the six crates of oranges, and the fresh cranberries, delivered to the camp by truck. There were also fresh apples...celery...tomatoes...and radishes...with mince and pumpkin pie for dessert, in addition to the ice cream, which made Thanksgiving dinner just about like dinner back home in peacetime.



The men who were detailed to KP didn't grumble a bit when roasting of the turkeys was started the night before Thanksgiving...it was a big job, and the cooks worked 24 hours straight. One of the men whose family owns a big turkey farm put his O. K. on these particular turkeys...said they were fancy turkeys all right...he ought to know!

Many of us probably will be receiving reports from our relatives and friends in the service before long about similar Thanksgiving dinners. It should be a source of great satisfaction to all of us at home to know that the Army has taken steps to provide an old-fashioned Thanksgiving dinner for our troops all over the world.

A TIP ON THE TURKEY SITUATION

The War Food Administration has announced that there may be shortages of Thanksgiving turkeys in some areas...even though the total production figures for this year are about the same as in 1942. Other meats are expected to be in fairly heavy supply during the holiday season, however.

As you know...the turkey embargo order prohibited the sale of turkeys to civilians until late in October. Processors were busy, of course, preparing turkeys for the Army...and as a result are behind on the normal quantity they would have ready for civilian purchase now. Also they're suffering from the manpower shortage at a time when seasonal receipts of chickens and other poultry are heavy. Furthermore...in some areas where the hatching and growing season is late...turkey raisers are holding the birds until they're larger.



All the foregoing...coupled with heavy buying by consumers in turkey-producing areas...may bring about a shortage Thanksgiving week. It would be well for you to tell your listeners the reason behind this...provided you happen to be in one of those shortage areas.

"You're tired of Turkey talk 'I'm dizzy...'"

THE CLEAN PLATE VS THE FULL GARBAGE PAIL



"That plate's starving me..."

You doubtless know about the Clean Plate Club campaigns which have been held in various cities around the country...maybe some of you have helped conduct one of them. If so, it's worthwhile work you've been doing...helping to save part of the one pound of food in every four that goes to the garbage dumps in this country!

Right now...during Thanksgiving week...we think it's a good idea for you to talk about unnecessary food waste...point out to your listeners that we can't afford to keep on wasting enough food to feed the combined populations of Belgium...

Greece...Denmark...Norway and Czechoslovakia.

Here are some interesting figures about the garbage reduction which took place during test campaigns in certain cities. Kansas City, Missouri, conducted a two week campaign last August...and this city of 450,000 population showed a saving of more than 19 percent over the same two weeks in August of 1942. Lansing, Michigan...with 85,000 people...conducted a 31-day campaign, July 25 through August 28. Their saving during the campaign was almost 24 percent. Tacoma, Washington...with over 165,000 population...had a test campaign of 30 days, from August 2nd through the 31st, and their decrease from 1942 garbage collections for the same period amounted to about 7 percent. The Charlotte, North Carolina, campaign...from July 15 to August 15...showed a decrease of about 28 percent over that period in 1942.

It may give you a better picture of the actual quantity of food wasted if we express one of those percentages in actual weight. Take Kansas City, for example: The garbage collection figures in August 1942, were 5,277 tons. In August 1943, during the campaign, they came down to 4,262 tons. That 19 percent saving, therefore, actually represented 1,015 tons of food.

Some people might not regard garbage as a proper subject for discussion during Thanksgiving week...we think it would be a good idea to shock your listeners a bit, however...why don't you try it?

HOLIDAY NOTE ON CHOCOLATE

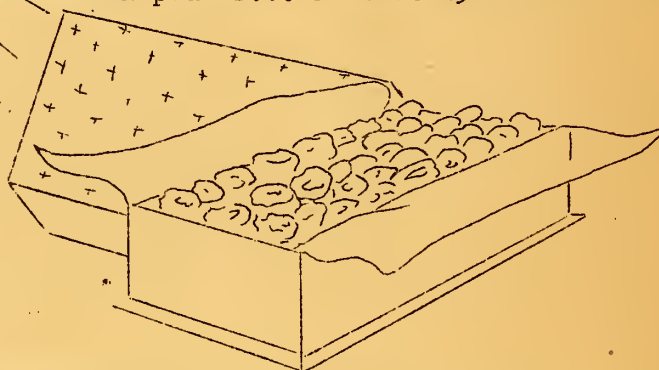


"Button - button -
Who's got the bonbon?"

pounds greater than last year...they're still substantially below the stock held in this country when we entered the war. Stocks are now sufficient to supply the industry for about five months, at the present rate of manufacture.

In the August 21 issue of ROUND-UP, we told you that shipments of cocoa beans had increased during the first six months of the year...with the result that we could look for more cocoa and chocolate in our stores and at our candy counters.

The War Food Administration has just reported that while present stocks of cocoa beans are well over 258 million pounds...or about 45 million



Importations of cocoa must remain uncertain, because of the need for ships in other areas than those from which we obtain cocoa beans. Cocoa and chocolate products are widely used by the Armed Forces...as we all know...so we shouldn't complain if the candy counters aren't as well stocked as usual during the holiday season.

CIVILIANS GET MORE CANNED FOODS

The War Food Administration has just announced the release of about 2-1/2 million cases of canned grapefruit juice from the Government held stocks, to be offered for civilian purchase within the next few weeks. This juice...purchased from the 1942-43 pack...is made available through an adjustment in Government requirements. It is coming onto the market at a time when homemakers are particularly glad to get foods rich in Vitamin C.

Civilian supplies of several other foods will be increased soon also...namely...canned pineapple...asparagus...corn...pumpkin...spinach and figs. Exact amounts of each to be available have not been given, but it is expected that it will be a substantial quantity.

It will be very helpful in meeting civilian food needs to have these items come to the market at a time when supplies are lowest on fresh fruits and vegetables. As you know...it is the policy of the Food Distribution Administration to make available to civilians all possible supplies of food not actually needed for direct war requirements.

POINTS ON PORK REDUCED



*This little pig's
going to market...*

As you know, OPA has reduced the point value of all pork cuts...the reduction going into effect on Friday, November 19. All pork cuts listed on the current table of meat and fat point values have been cut two points...which results in making several of them point-free. Taking the table as a whole...the average point reduction will be one-third.

We hope you will make it clear to your listeners that these changes apply to pork and 100 percent pork sausage only. The point value of lard is not affected...and there's no change in the sausages not made exclusively from pork, or in any other product, canned or otherwise, rationed under the meat-fat order.

Another factor which consumers should understand is that this point cut is for a limited time only. The action was taken for the purpose of increasing the market outlet for the relatively large quantity of pork now being produced. This year's pig crop is a large one, you know, and since the War Food Administration's action in temporarily lifting restrictions on delivery of farm-slaughtered pork, there will be a much larger supply available for civilian use. Lowering the ration points on pork and pork products is an example of the flexibility of control over the flow of food to consumers afforded by rationing.

HOSPITALS GET BUTTER



*"I'm going to buy a
real live cow
that I can call
my own..."*

Every effort is being made to supply hospitals with necessary food...rationed as well as unrationed.

It was announced recently that up to 5 million pounds of butter will be released to hospitals from the stocks of butter held by...or set aside for.... the Food Distribution Administration.



*"I'll be the truest cow that
ever was...
you butter like me..."* *

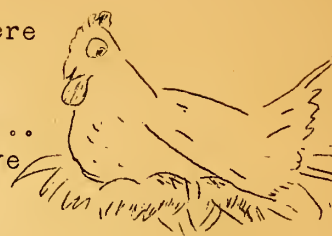
These reserve stocks...as you will remember...were set aside during the months of high butter production. The Government is not now buying any butter. This program is intended to supply butter to the hospitals during the period from November through March, and has been developed in cooperation with the OPA. Ration stamps will be required in the usual way for this butter, of course.

Hospitals of agencies which purchase supplies for them may apply... through the nearest FDA Regional office...for a quantity not to exceed three-tenths of a pound of butter per bed per week. In defining "hospitals", FDA includes institutions which maintain and operate...in conformity with local and state laws...organized facilities for the diagnosis and care or treatment of human illness. Institutions providing exclusively for medical care over periods of less than 48 hours are excluded.

** Apologies to ASCAP*

TAKE CARE OF THOSE EGGS!

Why don't you ask your listeners sometime soon where they keep eggs after they bring them home from the market? We think most homemakers realize that egg shells are porous...and that a cool...fairly moist... and odor-free storage place is necessary to preserve the freshness and original flavor of eggs. We've heard...however...of women who put the box of eggs on a shelf in the kitchen cabinet, or in the pantry ...have known a few of them, in fact. Since the egg allocations figures for the 12 months from October 1, 1943 to September 30, 1944, indicate that the supply will average 325 eggs per person during that period...it's apparent that eggs will be an important part of the diet. Practically everybody likes them...they're a valuable food nutritionally...and usable in hundreds of ways...so there's no question about the fact that we should give them the best of care in our homes.



*"When I get through
It's up to you -
To conserve the grade
That I have laid..."*

The Utah Experiment

We think your listeners will be interested in the results of some checking by the Utah Agricultural Experiment Station on the manner and conditions under which eggs should be handled in the home. At the conclusion of a one-week period...during which eggs were stored in the homes of ten different consumers, in four different locations, it was concluded that:

1. The consumer...as well as the producer and distributor ...is partly responsible for the loss in quality which occurs in eggs between the time they are laid and the time they are broken for use.
2. That eggs may become unfit for human consumption in a short period of time...when held under improper conditions in the homes of consumers.
3. The refrigerator is a better place to keep a small quantity of eggs than the cupboard.
4. That eggs kept in a hydrator inside the refrigerator lose less moisture and maintain better quality than those kept in open containers or covered cardboard cartons in the refrigerator.
5. That "A" grade eggs must have the best possible care if their quality is to be maintained.

A Few Facts and Figures

By the way of fuller explanations...70 percent of the "A" grade eggs in the refrigerator were still high enough in quality at the end of the week to be placed in the "B" grade. Of those kept in the cupboard... however...96.7 percent had gone down to "C" grade, and the remainder had to be graded as "rots".

The actual containers in which the eggs were placed in the refrigerator had an effect on their keeping quality. Some were placed in open containers...some in covered cartons...and some inside the hydrator. The latter remained in far better condition...thus indicating that eggs exposed to air in motion lose quality faster than those kept in motionless air, at the same or practically the same temperature. The eggs in the hydrator also showed the least amount of loss in weight.

While the reporter of the Utah experiment warns against making definite conclusions from preliminary tests...it seems obvious that marked changes do occur in eggs after they reach the consumer's hands...and a warning to treat them tenderly certainly isn't out of place.

SOYA FOR FOOD AND FEED

Maybe you've heard so much about soya flour...grits...and mixtures lately that you're thinking most of the soybean crop is going into edible products. We've heard that a rumor has sprung up in the feed trade to the effect that a large percentage of the 1943 production of soybean meal has been set aside by the Government for processing into human food...at the expense of the protein concentrate requirements of animal feeders. This is incorrect...no order to this affect has been issued. Furthermore...it is expected that the requirements for edible soya products are expected to continue during the first quarter of the 1944 at about the same rate as at present...which is less than 10 percent of the total soybean meal production.



*Get along, little dogie -
You'll get your soybeans.*

You broadcasters whose programs go into rural areas might like to make a point of passing this information along to your listeners. You might remind them that new facilities for producing soybean oil and meal are being added in the Corn Belt. Processing facilities in the South and on the Pacific Coast also are being utilized to provide the maximum supply of soybean meal for all purposes.

PICK YOUR STATE

Florida: The War Food Administration's "A" award for outstanding food production is to be presented to Palm Beach County November 30. Selection of this county was based on its production record...crop shifts to meet war demands...overcoming problems...increased efficiency...and fuller use of land and labor resources...through the combined efforts of all farmers of the county. Other awards probably will be made soon...in recognition of the outstanding work of farmers for wartime food production.

North Carolina: Heavy supplies of cabbage from the North Carolina cabbage belt are threatening to glut the markets...so now is the time to urge your listeners to take a tip from their grandmothers...and make a barrel or two of their own sauerkraut from some of that crop. Homemade sauerkraut should be a special treat this fall...since grocery stores won't have any to speak of for some time...now that kraut is frozen in the hands of packers 'til some three and a half million cases are supplied for military use. Kraut in cans will go to the boys in uniform...when civilian supplies do come to market...they'll be in kegs.

FRESH FOOD ROUNDUP



Your homemakers won't have to go to the trouble this pioneer Pilgrim did to get their Thanksgiving day dinner...though in some regions they may substitute the traditional turkey with a chicken...rabbit...or pork. There'll be adequate supplies of fresh vegetables and fruits...and plenty of variety. They'll want potatoes...of course...and...whether they select Irish or sweet potatoes...they'll find plenty on the markets...and at moderate prices. Rutabagas and turnips are in adequate supplies...too...and they're selling at a comparatively low cost.

For their green vegetables for this holiday dinner...they'll have a wide variety of choice. Spinach...though only a little is on the markets from this region...is being shipped in from Northern states in plentiful supplies...and it's very reasonable. Then there are moderate supplies of turnip greens and mustard greens...and fair quantities of collards on the markets...all at prices that should suit everyone's budget. Cabbage is coming from the East coast of North and South Carolina in heavy supplies.

Only light amounts of tomatoes are available...since most states are between-seasons on this crop. Good quality squash is getting scarce...and snap beans are a little lighter in supply this week due to the recent rains in Florida...which held up forwardings to some extent. Although bunched carrots are scarce...there are plenty of topped carrots coming from the North and West.

For variety...there's a fair supply of Florida and Texas eggplant selling at fairly high prices...although the quality ranges widely...so you might give your homemakers some tips on selecting this vegetable. They should pick ones that are firm and heavy...with a uniform dark color...and no blemishes. An eggplant weighing about two pounds should be enough to serve five or six persons.

Though onions are scarce...they're reasonably priced. For extra flavor to many dishes...there's a moderate late fall movement of sweet peppers coming from Texas and Florida.

Holiday fruit bowls will be filled this Thanksgiving with citrus fruits principally...since oranges are plentiful...and grapefruit is in moderate supply...although the best quality hasn't started marketward yet. Moderate supplies of Emperor and Almeria grapes are being shipped from California. Only a few varieties of apples...and only very light supplies are available...and they're selling at ceiling level.

The Fresh Food Roundup is based on general supplies and movements of fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.

Atlanta, Georgia
November 27, 1943



Radio Round-up on food...

A Service for Directors
Of Women's Radio Programs

HERE'S THE LOWDOWN!



Presenting —

We've just seen the results of a recent nation-wide survey on buying habits...food waste...and conserving...conducted with a group of typical American housewives. This group was carefully selected...with consideration given to geographical location...community size...age and income brackets...occupations and family size, and may be considered a really representative cross-section. It may help you in your program planning to know some of the problems these women reported...you radio broadcasters are a chief source of information and advice in many a household these days...and we believe you'll want to slant some of your programs in the direction of these

particular difficulties.

Buying Habits Have Changed

Just as a matter of information...here is a general outline of the change in food buying habits since the war. There was a greater change in meat buying than in any other commodity, though other foods followed closely. They're shopping in more stores...too...and are more concerned with a better selection of food than with prices. It's interesting to note that more than half the women interviewed, when they experienced difficulty in getting fresh meat, substituted another product. It would appear that the many suggestions which have been made for meat alternates have been helpful. Still more would be welcome though, we believe...because 31 percent of those women reported that they went without when they couldn't get fresh meat.



Food Waste and What to Do About It

The survey relating to food waste and conservation started out with a question as to whether or not we...as a nation...waste food.

The Women —
and their views...

Food Distribution Administration

The answer of more than 91 percent of women interviewed was...*emphatically...*"yes." The most important method of conserving food...in the opinion of about half of them...is the preparation of meals with forethought regarding the use of leftovers. Sounds as though they'd appreciate suggestions along this line from you broadcasters, doesn't it?



We're all talking -



about food...

A great many of them felt that it was impossible to avoid food waste occasionally...and that dinner is the meal which is the most frequent source of waste. That makes planned leftovers obviously very important indeed.

The most important cause of food waste was food spoiling before it can be used up...and bread was at the top of the list of foods most frequently wasted. How about rounding up all the recipes you can find for bread stuffings...scalloped mixtures...desserts...all sorts of delicious dishes using bread or bread crumbs? In one cook book alone we found 18 variations of bread pudding...all of which sound good to us.

Information Please!

The five principal types of information regarding food conservation which these women wanted were listed as follows, in order of importance:

1. How to use leftovers.
2. How to use food to its fullest nutritive value.
3. How to proportion food for families of various sizes.
4. How to preserve food without refrigeration.
5. How to store food in the refrigerator.

A majority of them also state that they would like to have recipes calling for the use of parts of fruit or vegetables which might sometimes be thrown out...such as apple peelings...orange rind...beet tops...et cetera.

More than one-fourth of them state that they were having difficulty making wartime dishes look attractive...so it wouldn't do any harm to include a beauty hint once in a while!



Tell Them About the Basic Seven, Too

When asked whether they own the Basic Seven Food Chart...more than three-quarters of them answered "no"...but nearly all of them expressed interest in it. *believe it or not!* Emphasis on the planning of meals according to the Basic Seven doubtless will be helpful. Tell them about the Basic Seven pamphlet "National Wartime Nutrition Guide"...which lists all foods under each group of the Basic Seven...and throws in a dozen hints on practical conservation of food for good measure. If you have any requests for these...we'll fill your needs.

BACKGROUND ON BUTTER

You're probably hearing and reading a good deal about the butter situation...shortages in some areas...plenty in others...Government purchases...amount available for civilians...comparisons of butter production...and so forth. It's quite possible people are asking you questions, by letter and phone, which you're trying to answer on the air. With the hope that some background material may be helpful to you, we've checked carefully the information recently issued by the Office of War Information and the War Food Administration.

11 Pounds Per Year For Household Use

The 1943 production of butter will average 16 pounds a year per person...about half a pound less than in pre-war years. About $3\frac{1}{2}$ pounds of this are being sent to our Armed Forces and our Allies...and about $1\frac{1}{2}$ pounds are consumed in hotels...restaurants...and other public eating places. This leaves an average of 11 pounds per person for household use.

Butter Unevenly Distributed

It is now clear that the original point values on butter were set too low. When only 8 points were required for a pound, the demand...even under rationing...was higher than the supply available. This was what kept much of the butter in or near heavy producing areas...it did not pay to ship the butter to deficit-producing sections of the country when it could be sold so quickly nearby. Furthermore...many small town and rural families in the heavy butter producing sections of the Middle West raise and slaughter their own meat. This means that they can afford to spend more of their ration stamps for butter than their city neighbors can.

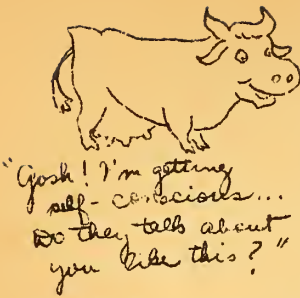
Why Not Ration Butter Separately?

The foregoing brings up the question of separating meats, fats and oils from butter in the rationing program. There are several objections to doing this. Considering the homemaker first...it would make the rationing system less flexible. She'd no longer have so much choice in the spending of her brown stamps. Also...it would doubtless mean an increase in the point values of meat, since more stamps would be available to spend for this commodity. It's quite possible also that another ration book would be required.

Then there's the additional burden which would be placed on our half-million food retailers...as well as on the thousands of wholesalers, and on the banks which handle the ration banking system. Furthermore...meat packers who sell butter as well as meat would have to separate their distribution and rationing systems.

How Much Butter Is There Anyway?

From a high of 202 million pounds of creamery butter produced last June, we went down to 100 million pounds this month. It should be pointed out that there is always a seasonal decline. In June, 96 million pounds were set aside for Government purchase, but during the six months of low production beginning October 1, none is to be taken by the Government. According to latest estimates, December production of creamery butter



will be 105 million pounds, January, 110; February, 105; and March, 120.

Prospects for further increases in butter production are not bright. They depend primarily on increased production of milk, and on putting more cream into butter. Feed...labor...and other problems affect milk production, however. Material cuts have been made in the consumption of ice cream...condensed and evaporated milk...and cheese, to provide more cream for making butter, and more skim milk for making dried skim milk. Basic civilian needs are barely being met in several instances, so it wouldn't be wise to divert more milk for these products.

Consumer Milk Rationing Would Be Last Resort

A cut in the sales of whole milk, so that more cream would go into the manufacture of butter, might require milk rationing to consumers. This will be done only as a last resort. Milk rationing would be expensive and difficult to administer.

Other Fats and Spreads Are Available

Production of margarine is far above pre-war levels. There is much more peanut butter available too. Processors of jellies and jams have received increased sugar allowances.

Don't Forget Other Sources of Vitamin A

You might also point out that when butter is scarce, it's advisable to eat more foods which contain Vitamin A, such as: liver, egg yolks, cheddar cheese, squash, sweet potatoes, and pumpkin.

More People Are Buying More Butter

Remind your listeners that some of the so-called butter shortages are partly the result of swollen wartime incomes. Many people who haven't been able to buy much butter in past years are now trying to buy it regularly. Then, there are many others who are trying to get more than ever before.

How Much Butter is Going Abroad?



"Here's another angle..."

Since March 1941, about 60 million pounds of butter have been shipped to our Allies. For the 12 months beginning October 1, 1943, 65 million pounds have been allocated for shipment abroad, representing a little more than 3 percent of the total allocable supply. Of this 64-1/2 million pounds will go to the Russian Army.



"Dear, dear - such notoriety"

We hope all this background on butter will supply the answers to the questions you've been asking.

SLAUGHTER QUOTAS SUSPENDED

We asked the farmers of the Nation to produce more food...and they're certainly answering the call. A record supply of livestock is coming to market now, and that condition has led the War Food Administration to suspend slaughter quotas for an indefinite period. The announcement of this suspension...made on November 23...affects any packer or butcher who holds a Government slaughter license.



You doubtless remember that the original suspension order lifted limitations on slaughter of meat for civilians through September and October. Then there was an extension to December 1...and the new order means that livestock may be slaughtered for civilian use without limitation...until further notice.

REMINDER ABOUT RATION STAMPS

The recent relaxing of restrictions on farm slaughter of hogs and delivery of the meat without a license or permit...for a limited period...may bring about a misunderstanding regarding ration stamps. It would be well for you to warn your listeners that they are required to give ration stamps for meat they purchase directly from a farmer...just the same as though they bought it in a store. Otherwise, it's a Black Market purchase. Remember that definition we gave you some time ago...a Black Market is a transaction...not a place.

RATION POINTS FOR WASTE FAT

You've doubtless heard about the new incentive offered to housewives to save fat for salvage...the story broke too late for us to get it into last week's ROUND-UP. For the sake of having it on record, however, we'll remind you that beginning December 13, meat dealers will give two points per pound for fat turned in to them...this is in addition to the 4¢ per pound they're giving already. Two one-point brown stamps...which are usable loose...will be given at present. When the new ration tokens are issued, they'll be used instead of the stamps.



This ought to be a shot in the arm for the women who've been careless about saving fat...or heedless regarding the importance of this form of salvage...or just plain lazy! We haven't much patience with the last-named...but they're the ones you need to work on most, no doubt. They probably wouldn't care about active service with the Armed Forces, but perhaps they can be persuaded to help supply the wherewithal for shells, torpedoes and bombs. The life of an Army or Navy nurse would be much too strenuous for their taste, no doubt...but surely they wouldn't mind helping to furnish an ingredient for the sulfa drugs that are doing so much to save the lives of our wounded men...the Tannic acid that soothes powder burns...the other desperate wartime needs.

Why don't you remind them frequently of the importance of fat salvage...you have an important new argument in its favor now.

TWO CAMPAIGNS...FFFF AND HFP

Now that November's nearly over...we want to remind you of a couple of things. Even though November has been the key month in the Food Fights For Freedom Campaign...and the period during which many thousands of the Home Front Pledge Campaigns have flourished...it shouldn't see the end of these two drives by any means. We've been telling everybody right along that food is a weapon of war...and that's what it will continue to be just as long as the war lasts. Rationing and price control are important factors in making food an effective weapon. That's why you must keep hammering on these two campaigns...urging your listeners to cooperate...not only as a patriotic duty, but for their own good.

On The Dotted Line



We've just received a report that over 13 million Home Front Pledges have been signed...and they're still coming in. Pledges are being signed in stores... theatres...churches...and schools. In a Syracuse, N. Y. housing project, each tenant was asked to sign the pledge when he paid his rent. Neighborhood leaders have gone from home to home with pledges to sign...rallies of various types have been held...a Rutland, Vt. woman, confined to her bed with a broken back, has conducted a private campaign from her home.

Radio stations have done fine work in supporting the campaign. WIND, Gary, Ill., worked with the Junior Chamber of Commerce in sponsoring two 15-minute forum programs discussing the purposes of the campaign. KELO, Sioux Falls, S. D. presented information about the Home Front Pledge Campaign on its daily woman's program, and made an appeal to listeners to write in for pledge cards. When the signed pledges were returned...a window sticker was sent to the listener...and each day the names of those signing pledges were read over the air. These are only two of many stations which have given outstanding cooperation.

Perhaps this will give you some ideas for promotions of your own...in case the campaign is still under way in your community. If by chance it's not even started yet...you might like to give it a push in the right direction.

LAST MINUTE NOTES ON FOOD AND RATIONING

OPA announces that green stamps D...E...and F in War Ration Book 4 are effective from December 1 to January 20, 1944. Green stamps A... B...and C will remain valid through December 20.

More Canned Foods for Civilians

The War Food Administration announces that over 2-1/2 million cases of string beans and tomatoes set aside from the recent pack for Government requirements are to be released for civilian use. This is in line with the policy of making available to civilians any food not definitely needed for war requirements, as soon as this fact can be determined.

INQUIRING HOUSEWIFE

Here's something you might be able to use on your programs...or suggest for use by educational groups...nutrition committees...or clubs. The Atlanta office of FDA has several sets of transcribed recordings of a series of interviews entitled "The Inquiring Housewife." They contain no commercial credit lines...and consist of six interviews covering various phases of the new and enriched bread and flour program. The transcriptions are on 12-inch recordings...and are to be played on 78 rpm machines. There's one interview per side...making three double-faced records in each set. Interviews run about 4-1/2 minutes each.



They should be of particular interest if your station has a bakery account. They may be used on local bakery broadcasts...providing the disclaimer clause is used...or on sustaining educational programs...as a part of a home forum...or similar women's broadcasts. They should be of interest...too...for public address systems such as PTA...women's clubs...or public school classes. Two of them deal with industrial nutrition. Speakers include:

Mr. M. L. Wilson, Chief, Nutrition and Food Conservation Branch.

Dr. Robert S. Goodhard, Chief, Nutrition in Industry Division.

Dr. Mark Graubard, Head of Labor Education, Nutrition in Industry Division

Col. Paul F. Logan, Assistant Chief, Subsistence Branch, Office of the Quartermaster General.

Dr. Frank L. Gunderson, Executive Secretary, Food and Nutrition Board, National Research Council.

Dr. Norman Jolliffe, Vice-Chairman, Sub-Committee on Medical Nutrition, National Research Council.

CEREAL NOTES

If you're homemakers are having difficulty getting enough grits these days...you can calm them with this bit of information. Other cereals...which are much more valuable nutritionally...are available. Cracked wheat cereal...for instance...may be used in the same way as grits...in fact...in some areas this type of wheat is known as wheat hominy...or wheat grits. It'll supply something like six or eight times as much calcium as the grits...and about five times as much iron.

Whole wheat is a good source of the B Vitamins...thiamin...^{some}riboflavin...and niacin...while grits have so little food value that nutrition tables do not include them. Oatmeal...or rolled oats...may not be quite as appetizing used with meat and vegetables as wheat...but it runs as high...or higher...in most food elements.

FRESH FOOD ROUNDUP



From labor greens
stew

To potatoes new-

Eating habits certainly do vary... and there've been changes right in this country since the start of the war that have taught us a lot that should improve the diets of the American people. Seasonally plentiful vegetables are topping the list...because fresh foods are best...they retain more of their food value...and we save on scarcer items that are more needed for shipment overseas. Remind your homemakers that the supplies of root vegetables...and green vegetables...on the markets these days are adequate to keep them going without using too many ration points for canned goods.

Irish potatoes continue in liberal supplies...and the price is unchanged. You've probably suggested ways of cooking these spuds to your homemakers on several occasions...but the reminder to cook them in their skins bears plenty of repeating...since the outer part of the potato contains 50 percent of the Vitamin C content...which will be lost with careless peeling. Moderate quantities of sweet potatoes are selling a little cheaper than they've been...and adequate amounts of both rutabagas and turnips are on most markets at reasonable costs.

Plenty of green vegetables...an important source of vitamins and other food values...are available...including turnip greens and mustard greens...both reasonably priced...and moderate supplies of spinach...selling relatively cheap. Collards are in fair supplies...but both quality and price of this vegetable range considerably from good to ordinary. So you might give your listeners a few suggestions on selecting this green. Collards of good quality are fresh...crisp...clean...and free from insect injury. Wilting and yellowing of the leaves is an indication of age...or damage. Collards with perforated leaves are undesirable...because they'll mean waste of those leaves.

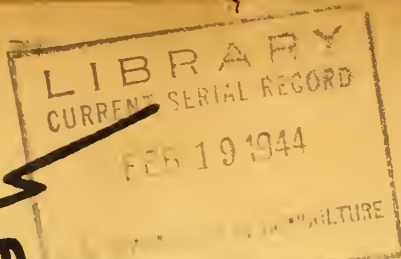
North Carolina continues to furnish a fair amount of good quality cabbage...and light supplies of eggplant are rolling into markets from Florida and Texas. Light shipments of cauliflower are coming from the North...though the Florida season should begin in another month. Florida is shipping fair amounts of cucumbers...squash...some sweet peppers...and that states' early fall crop of snap beans is near its peak.

Plenty of grapes are available of the Emperor and Almeria varieties...they're selling at ceiling levels. That ceiling price will be raised around the first of the month. A few small-sized apples are on some markets...and relatively scarce supplies of Florida avocados are selling at fairly high prices. Heavy quantities of oranges...of improved quality...and moderate supplies of grapefruit...are coming in from Florida.

The Fresh Food Roundup is based on general supplies and movements of fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.



A Service for Directors
Of Women's Radio Programs



Atlanta, Georgia
December 4, 1943

Radio Round-up *on food...*

PRISONER OF WAR PACKAGES PLANNED AROUND BASIC SEVEN

The phrase "Basic Seven" should be familiar to practically everybody by this time, we feel sure. Reports reaching us indicate that you broadcasters are doing a fine job of explaining the importance of the Basic Seven food groups...and of helping your listeners to plan their meals to include some food from each group every day. Advertising...both radio and magazine...frequently features the Basic Seven food groups, and we know that the familiar round chart showing the divisions is hanging in many a homemaker's kitchen these days. We recently heard something about the Basic Seven that was new to us, however...so we did a bit of investigating, and we think you'll be interested in the results.

Did you know that the Red Cross Prisoner of War Packages are planned around the Basic Seven? The Red Cross Nutrition Service has charge of the planning of the contents of these boxes...and their aim, of course, is to provide the most nourishment possible in concentrated form. The first of the four principles considered in selecting the food for these packages is its health protective value. Its familiarity and suitability to various types of people, with different tastes,



Prisoners of War get the Basic Seven - Too...

Food Distribution Administration

comes next. Then there's the problem of usability on the spot...in the form in which it is shipped. Some...but not all...prisoners have cooking facilities available, so it's important that none of the food requires cooking in order to make it palatable. Then comes consideration of the keeping quality of the food, under different climatic conditions.

Each package weighs eleven pounds and contains a week's supply of supplementary food. It's more than just food, however...at the Red Cross they call it a package of health as well. You see...they know that the diet of most prisoners of war is very limited, and particularly low in protein...fat...and protective minerals and vitamins. Therefore, the food is selected to meet...as nearly as possible...the full protein...fat...mineral and vitamin requirements for one week, as set up by the National Research Council. In other words, it's assumed that the prisoners' diet will be deficient in these requirements. As for calories...each package of food will furnish approximately 2000 calories daily (on the basis of one package per prisoner per week).

Actual Contents of Food Packages

Fresh fruits and vegetables are some of the foods which cannot be included, so the minerals and vitamins which they normally supply in the average diet are provided in other forms. There is canned concentrated orange juice in each box to give the necessary Vitamin C. If water is not available to dilute the concentrated orange juice, it can be eaten as is. It's thick...something like marmalade...and very concentrated...so it goes a long way. If by any chance the concentrated orange juice isn't available, ascorbic acid tablets are included. Then, there's a pound of dried whole milk in each package...requiring only water to be turned into a full gallon of milk. This is canned, so that it will keep well, and supplies much needed Vitamin A and calcium. The half-pound of processed American cheese provides more Vitamin A, and is an important protein food, of course.

As for meat...there are three kinds in each food package...the most important nutritionally being a liver pate, or paste, made especially for this use. It's fortified and is rich in Vitamins A and B, iron and calcium. The other two are a pork luncheon meat and corned beef. More protein is supplied in the 8-ounce can of salmon or sardines...which also contains Vitamin D, the sunshine vitamin...and some phosphorus, helping to make up for the lack of eggs.

The bread and butter needs of prisoners of war are provided for by the fortified biscuits in each box...hard crackers which keep very well in hot or cold weather...and the can of butter or fortified margarine. Sometimes the mixture of butter and cheese, known as Army spread, is sent in place of the butter or margarine.

Those crackers...incidentally...can be crumbled and combined with milk and salmon to make a delicious salmon loaf...or with prunes or raisins to provide a pudding for dessert. (The prunes and raisins provide several minerals and vitamins and are a good energy food.) Two Logan bars are sent also...this fortified chocolate bar is the Army "D", or emergency ration...you know.

Soluble coffee and lump sugar...and sometimes cocoa are sent in each box, and occasionally hard candies. Cigarettes and soap are two important non-

food items contained in each of these prisoner of war packages.

Special Types of Packages

That's the Prisoner of War standard food package we've described...there are several other types, however. The Invalid package...sent to prisoners who are ill...or recovering from sickness or wounds...includes certain foods which are especially suited for invalids...dehydrated soup...bouillon...and malted milk tablets, for instance. A chopped ham and egg mixture is sent in place of the spiced luncheon meat. Among other things...an instant chocolate beverage powder is also included.

The Food Package for Infants was developed fairly recently, to meet the special need of babies born in civilian internment camps, and the small children who have been interned with their parents. This contains much more canned dried whole milk...enough to make two gallons of liquid milk. It also supplies a pre-cooked cereal...three strained fruits...five chopped vegetables...zweiback...two canned soups (vegetable and liver)...orange concentrate...granulated sugar...cod liver oil capsules...castile soap...and albolene, and oil used in the care of small babies.



The Christmas Package is one which we've heard more about...one which a good many Americans will be receiving very soon. This brings a bit of luxury into their lives...such as fruit bars...peanut butter...cheese...fruit cake...nuts...candies...games...and several other small gifts.

250,000 Prisoner of War Food Packages a Week

The packing of these boxes for prisoners of war is one of the most appealing of Red Cross activities...and it's practically entirely volunteer work, we're told. The four centers at which the boxes are packed are turning out 250,000 a week...and they're all needed. Remember...each box can weigh only 11 pounds...and every American in German prison camps...whether a former fighting man or a civilian internee...receives one each week. In addition to the American prisoners to whom these food packages go, the American Red Cross sends one each month to several hundred thousand United Nations prisoners of war. They're carried on the Red Cross ships which sail regularly between Philadelphia and Marseilles...the only ships that sail the Atlantic fully lighted.

Reports from both Americans and others who receive these packages regularly tell us that the day of their arrival is the high point in the dreary life of a prisoner of war. We believe that this information will be welcome news to many of your listeners who may have a very personal interest in prisoners of war.

CHANGE IN POINT VALUES UNTIL DECEMBER

Here's a resume of the information released last Friday on the point value changes of both brown and green stamp foods. These new point values...effective Sunday, December 5...contain far more revisions downward than otherwise.

Meat Rations Raised by Point Reductions

The best news of all...to most people...is that there's a cut from one to three points on all rationed beef items. These reductions...combined with the ones made earlier on pork...increase on meat ration for December by somewhere between 20 and 30 percent, compared with the ration set on November 1. Incidentally...most cuts of pork remain at the reduced value set by OPA around the middle of November. Practically all veal, lamb and mutton items remain unchanged. The reason for the announced reductions...the War Food Administration says...is the substantial increase in civilian supplies of meat expected during December.

Cheese and Canned Fish Points Up...Lard down One Point



Sorry!

American (cheddar) cheese is raised two points a pound, going up to ten points; cream cheese is increased three points, to eight points per pound. The group three classification...including Swiss...Munster...Brie...and others, is up two points...from six to eight per pound. You'll want to remind your listeners again of the necessity of wise use of cheese...one of the most important protein foods.

All rationed canned fish...except oysters...are raised 4 points, and now total 16 points per pound. Oysters go down one point, however...and now take only 4 per pound. Why don't you stress the use of fresh fish whenever available?



—"But I'm not rationed..."

There's a drop in the point value of lard...one point...which makes it only two points per pound. Shortening...salad and cooking oils remain the same, however...five points.

Items Made Point Free

Grapefruit juice has been reduced to a point value of zero. It has not been taken off the ration list entirely because it may become necessary to give it a ration value again. Now that this year's production is about to come on the market, it was advisable to move out last year's stocks to make room for the new pack. Citrus concentrates were also lowered to a zero point value...but they are sold mainly to institutions and bottled drink manufacturers. This doesn't have much effect on the homemakers. Canned sauerkraut was made ration free because the Army will get all of the new pack. Therefore...only unrationed bulk kraut and kraut in jars not hermetically sealed will be available to civilians. Ready to serve soups were given a zero point value so the old stock could be quickly cleared out.

Decreases in Point Values of Processed or Frozen Items

Three different kinds of canned beans had their point values lowered. Green and wax...soy...and all dry varieties (including pork and beans) were lowered one to four points for the popular sizes. The reason for the changes was either larger production than was expected, or the movement was slower.

One size of canned vegetable juice was lowered because of the need to move the smaller sized cans. Carrots were lowered because of the heavy production...and spinach because of the slow movement.

There was a general point reduction in more than a dozen of the frozen fruits and vegetables.

Tomato Products Increased

The point values of tomato soup as tomato sauce (containing over five percent dry tomato solids) and tomato sauce in packages with cheese were raised in order to slow down the fast movement of these foods.

NEW PROGRAM FOR THE POULTRY INDUSTRY



"Boy! Looks like a busy year ahead!"
of laying flocks.

You'll be hearing...during the next few days...about the new program affecting egg and poultry producers which is being laid before representatives of the Nation's poultry industry at a conference this week in Chicago. The War Food Administration announces that the proposed program calls for three things.



"You said it, Sis!"

1. Immediate culling of 10 percent
2. 16 percent reduction in broilers.
3. 4 percent reduction in farm-raised

chickens.

Program Aims to Meet Egg and Poultry Goals

On the face of it...you may think that this means a reduction in the quantity of eggs and poultry meat available to consumers in 1944. This is not the case, though...in fact, the aim of the program is to meet the 1944 goals which have been established for eggs and poultry. Because of the limited supply of feed for poultry and livestock generally, however, it's necessary to make the most efficient use of all feed. This new program would supply not less than 5 billion dozen eggs...which would provide that 325 eggs annually you've been hearing about for each civilian consumer, plus war requirements. The tentative 1944 goal for chicken meat is 3 billion, 800 million pounds, which will make the supplies nearly the same as in 1943 and will not affect materially the overall quantity of chicken meat available to consumers. The culling of laying flocks would, of course, increase the amount of chicken meat...and at least part of the supply would doubtless go into storage for use during the off season of poultry marketing next spring.

Feed Supplies the Real Problem

We doubt whether the average homemaker has much idea of the problems which face producers of food...we mean the town or city homemaker, of course, since the farm woman knows these problems only too well, no doubt!

Perhaps it will help your listeners to understand better if you tell them that more than 140 million tons of feed supplies will be needed next year to meet all livestock goals, including eggs and poultry. The poultry industry alone will require nearly 27 million tons of feed...more than half of which will go into egg production. The idea of adjusting livestock numbers to the supply of feed is based on the relative wartime needs of various foods. WFA feels that livestock production generally must not be threatened by unlimited production of any one kind.

CHICKEN WITH VARIATIONS

Speaking of poultry...since there's a record supply of chickens this year, you might be of considerable help to your listeners by giving them some new ideas about chicken cookery. All of you doubtless have favorite methods of your own...old and new...but perhaps you'll get an idea from the following, which recently came to our attention.

Roasted Half Chicken

A whole roasted chicken is sometimes too much for a family of two. So... how about splitting it in half lengthwise...simmering it until tender... then baking one half the chicken on top of a mound of stuffing until it's nicely browned. The other half can be kept in the refrigerator for other uses -- in salads -- sandwiches...and so forth.

Barbecued Chicken

Add enough paprika to equal parts of flour and fat to give it a rosy hue. Use this mixture to coat a broiler...cut in half...then bake in a shallow pan for about an hour...brushing with barbecue sauce every once in a while.

Jellied Chicken Loaf

Place slices of cooked white meat of chicken in the bottom of a well-oiled loaf pan. Pour over them your favorite jellied vegetable salad recipe... and chill until firm. When it's inverted and unmolded the slices of chicken will be on top. This makes a little chicken seem like more!

THE SPICE THAT'S NICE

- In the words of Fletcher H. Long, Chief of the Spice Section of FDA, "spices are certainly the variety in the life of food"...which is a pretty play on the words of that old saying about variety being the spice of life. The trouble with most of us, however, is that we don't get enough variety into our use of spice...it's cinnamon and nutmeg, over and over again...in cakes...cookies...doughnuts ...sweet rolls...almost everywhere that spices are used to give that interesting flavor everybody likes.



Now, those two are among the eight most widely used of the imported spices. As you realize...no doubt...the war has had a serious effect on spice imports...especially cinnamon. We can get that only from Ceylon now...and it isn't as strong in flavor as the kind which used to come to us from

China...French Indo-China...and Java. Science has produced a synthetic cinnamon, however, which is meeting with considerable approval. Why don't you suggest to your listeners that they look for this if they don't find the regular cinnamon easily available, or that they experiment with another spice...allspice, perhaps. That...as its name implies...gives the flavor of a combination of spices, and will help out when supplies are short on both cinnamon and nutmeg.

And another thing...tell the homemakers in your audience not to make the mistake of hoarding spice, if they happen to find a good stock in some store. Mr. Long warns that ground spices will not keep too long, and will lose their strength and flavor. They should always be kept covered, of course...those packed in shaker-topped packages should be closed tightly when not in use.

Fortunately...we had a good supply of most spices on hand at the beginning of the war. Furthermore...Food Distribution Order No. 19 regulates the distribution of spices from the packer to the wholesale and retail grocery trade and to food manufacturers. The Army and Navy...which use large amounts of spice for seasoning food the way the boys in uniform like it...are taken care of by allotment. Therefore, we can be reasonably sure of an adequate supply if we do our part by using spice carefully.

SAVE THAT BREAD

Women are interested in conserving food...and cutting down on waste...as that survey we told you about last week indicated. Bread is one of the biggest items of waste...surveys show that over 32 percent of the women questioned placed bread first in the amount of food wasted...another 44 percent put it in either second or third place. So a word from you as to the use of left-over bread...the heels of a loaf...and bread which has become slightly stale...certainly won't be amiss.

Here are a few timely tips. Use of the bread that's usually thrown away by homemakers shouldn't be such a problem. If the bread's stored in the refrigerator...it won't mold as soon. If bread is beginning to get a little dry...it will still be good as toast. There're plenty of uses for stale bread crumbs...bread which is to be used as crumbs should be stored in a cloth sack...or box...where it will get air...so that it will dry out without molding. Bread crumbs can be used for stuffing poultry...stuffed breast of lamb...stuffed pork chops or veal cutlets...or in casserole meat dishes. They'll help extend the meat dishes...and save on ration points. Then there are the bread puddings. Apple Brown Betty...or other fruit puddings...need plenty of bread crumbs.

Incidentally...we'll have some recipes calling for bread and bread crumbs that might otherwise be wasted...ready for you...so tell your listeners they can have them by writing you...send your requests on to us...and we'll see that your homemakers will be provided with plenty of suggestions for using every bit of bread they buy.

FRESH FOOD ROUNDUP



Plenty of these...

Earlier in this issue we discussed peppering up meals with spices. There're fresh vegetables...too...that may not furnish your listeners with a big part of their vitamin and mineral quota for the day...but those foods will amply earn their place in menus by adding greatly to the taste-appeal. For instance... a treat-of-the-week on some markets in the South are some Georgia mushrooms. Though they're a little high priced...they'll be a palatable addition to those extra steaks most people are getting this month.

A few cucumbers...too...are coming in from Florida...to lend a crisp note to homemakers' fresh vegetable peppers...equally as used as a garnish on meat main-stay and stuffed... Texas...at moderate prices. scarce...though a few into markets from are shipping light supplies



conserved — of celery into this region. That celery...even used in small amounts...will add plenty of crunchiness to an otherwise bland meal. Then there are light supplies of pecans...moderately priced...to give extra appeal to meals these days.

For day-in-and-day-out menu stand-bys...Irish potatoes continue in plentiful supply...and they're one of the lowest priced vegetables on the market. Sweet potatoes...in moderate to liberal reasonably priced. Rutabagas are still buys for thrifty homemakers...since moderate in cost...and nutritious. relatively cheap...and in sufficient the demand for them.



— and cooked properly...

quantities...are one of the best they're plentiful... Turnips, too...are supplies to satisfy

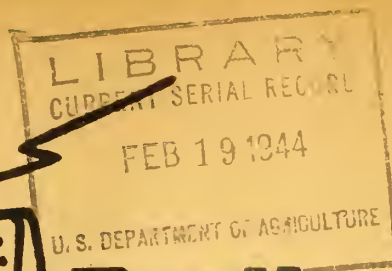
Collards...spinach...turnip greens and mustard greens are offering plenty of variety for each menu's green vegetable requirement...and they're all priced to fit a thrifty budget. Moderate to liberal supplies of snap beans are rolling in from the Lake Okeechobee region of Florida...where they've reached their peak of the fall season. Cabbage...though not as plentiful as it's been recently...is still in moderate supplies. Florida and South Carolina shipments are augmenting the declining North Carolina crop. A few high priced English peas are beginning to come in from Florida.

Plentiful quantities of both oranges and grapefruit are selling at fair prices. Tangerines are reaching their main season. Grapes aren't as plentiful as they've been...and they're selling at ceiling level. Apples continue scarce...and only a few varieties of mostly small sizes are available.



Will keep you from needing this...

The Fresh Food Roundup is based on general supplies and movements of fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.



Atlanta, Georgia
December 11, 1943



A Service for Directors
Of Women's Radio Programs

Radio Round-up on food...

CONTINGENCY RESERVES...WHAT AND WHY



What's this... THE
GOVERNMENT has
OVER BOUGHT AGAIN?

You hear the term "contingency reserves" fairly often these days in connection with our food supplies. It may be that the term is not clear to all your listeners. Not long ago, you'll remember, 2,600,000 cases of canned string beans and tomatoes were released from contingency reserves, to be made available for civilians. Then, just last Monday, almost a million cases of catsup were released from these reserves.

Once in a while you doubtless hear people say that the Government is piling up a lot of food, keeping it out of civilian channels. Then, they go on to say, when it appears that too much food has been set aside, part of it is released. There's an implication in all this of poor planning or miscalculation. This is not the case at all. In the interest of better understanding about food in wartime, we believe it would be well to pass along some information about contingency reserves to your listeners.

Contingency Reserves Based on Supply

You know, we've told you about the Food Requirements and Allocations Committee. It's the Committee which reviews the needs and claims of various groups (the Armed Forces, civilians, Lend-Lease, etc.), considers the prospective and available food supplies, and adjusts them against each other in the best way possible. Taking all this into consideration, the Government determines that a certain percentage of food should be put aside for emergencies. This percentage, known as the contingency reserve, may serve any number of purposes. It may cover shipping losses, sudden military movements, or, perhaps, unexpected success in



Why didn't some bird
TELL ME THIS BEFORE...?

Food Distribution Administration

battle, bringing unusual demands on food supplies. Then too, disasters might affect the food supply of the civilian population also enter into these considerations.

This Food Not Held Longer Than Necessary

These contingency reserves are held by canners and as soon as it can be determined that war needs will not take all of them, they're released for civilians.

When you make announcement of releases of various foods from contingency reserves, it might be well to bring in some of this information from time to time. We believe that civilian consumers will appreciate knowing more of the whys and wherefores of food distribution.

NUMBER ONE ON THE GIFT PARADE

We think the place of honor on this year's gift list might well be a gift of food...and for many of your listeners it can be a gift of unrationed food. Those who live in the country, or on the outskirts of town...and who had nice Victory Gardens...can bestow on their city friends and relatives a box or basket of home-grown vegetables...the root vegetables which will keep well ...carrots, potatoes, beets, turnips, and so forth. A remembrance of this kind, given during the busy holiday season, will save time as well as money, for the homemaker.



*SURE, MABEL, A BASKET OF FOOD
WILL MAKE A GRAND GIFT...*

Things For A Festive Dinner

The women who had time to can good quantities of vegetables and fruit during the growing season have a wonderful treasure-trove of gifts for friends who had neither time nor the supplies. One of the most welcome gifts we received last Christmas was a box containing the ingredients for a very festive dinner...a jar of home-canned chicken...one each of lima beans and tomatoes...a little glass of spicy relish and one of jelly ...plus some well-scrubbed Idaho potatoes wrapped in bright red tissue! Any woman can think up delicious combinations for a gift of canned foods.

Cakes and Cookies

We hardly need suggest the traditional fruit cake and cookies, of course... and don't forget that home baked bread of various kinds...or a pan of rolls...will be joyfully received by the homemaker who has an outside job.

Or Something New

And here's an idea which may not have occurred to some of your listeners. How about including in any gift of food a package or two of some of the newer foods...perhaps some of the soya mixtures, or soya grits and flour, canned soybeans, or the delicious salted soys...lots of people are still strangers to these, you know. Dehydrated soups, sauces and fruits are newcomers to many food stores too...and an envelope or two of these offers a chance to experiment which the recipient of the gift may find very interesting. Few things says "Merry Christmas" in a more welcome way than a gift of food. (But a warning: No more than fifty cans of home-canned food can be given as a gift to any one person without an exchange of ration stamps.)

A CHRISTMAS GIFT FROM OPA

And here's good news from OPA regarding gifts of rationed food. They tell us the lid's off for good on gifts of rationed foods...we may do as we like with rationed items we buy with our own ration stamps. They may be given to private individuals or to charitable organizations, without collecting ration stamps in return. Also, charitable groups may distribute such gifts of rationed food without collecting ration stamps. The OPA director says this step has been taken with the idea of making the rationing program as simple as possible.

And there's another item which becomes ration-free for the holiday season only, specifically designated as December 8 through January 8, 1944. Gift packages of jams, jellies, fruit butter, preserves and non-citrus marmalade, packed for sale as Christmas gifts before October 23, are made point-free for this period of time.

THE ANSWER TO A QUESTION

That new poultry and egg plan poultry industry... about last week... questions, we hear. of interest to listeners, we feel when the goal for higher for 1944 ...should poultry cull out 10 laying flocks?



Wow! I KNEW I should
HAVE LAID AN EGG...



recently presented to the which we told you has raised a few One which will be many of your sure, is this. Why... egg production is than it was this year breeders be urged to percent of the

Here's the answer to that question...given by Joseph W. Kinghorne, Acting Chief, Poultry Products Division of FDA, in a recent radio interview. Mr. Kinghorne said: "We want at least as many eggs in 1944 as we will have this year...that's true. But I think most poultry people will tell you that culling flocks doesn't necessarily cut down the number of eggs produced...even at this time of year. Instead, it makes their laying flock more efficient...it means more eggs per hen...and more eggs per pound of feed. It also saves them work...they have a smaller flock to look after, and the laying house is less crowded. Finally, culling the flock may even save producers money...they use less feed, and each pound of feed works harder. Those are some of the reasons farmers should cull

10 percent of the birds from the laying flocks...and do it by February first."

Those of you whose programs extend into rural areas will doubtless find this of considerable interest to your listeners who may not have heard the broadcast.

A BELATED CHRISTMAS PRESENT

You might like to tell your listeners not to be too disturbed if they find it a bit difficult to get all the raisins, currants and prunes they want for holiday baking...there'll be more in '44. As you probably remember...Food Distribution Order No. 16 provided that the entire 1943 pack of these fruits be set aside for Government use...but provided for the release of certain quantities to civilians when advisable. In September there was a release of from 55,000 to 60,000 tons of raisins ...and from 65,000 to 70,000 tons of prunes. Then, just recently more of both were released to civilians...approximately 50,000 tons of raisins ...10,000 tons of prunes...and, in addition, 2800 tons of Zante currants.

It would have been nice to have these extra supplies of dried fruits as a sort of Christmas present, of course. Due to the time required for distribution all over the country, however, this last release of fruits will not appear in retail stores until after the first of the year. They'll be welcome any time at all...as they're valuable additions to the diet.

MORE NUTS FOR YOU

Yes, we realize how we might start this story, but it's been done so often that we resisted the impulse! The nuts in question are walnuts, and an amendment to Food Distribution Order No. 82 (covered in ROUND-UP October 2) has just been issued, reducing the set-aside of unshelled merchantable walnuts from 20 to 10 percent of the poundage shipped. This means that there will be more walnuts available to civilian consumers than originally scheduled.

FDA officials...in announcing the reduction of the set-aside...said that larger supplies of cull walnuts than usual are available for shelling...and that more orchard run walnuts are going to shellers than had been expected.

PRICE CONTROL CHANCE ON HOME CANNED FOODS

Here's a change in OPA regulations which will be of particular interest to the farm women in your audience who put up large quantities of fruits and vegetables and sell them from roadside stands. Any amount up to 1500 quarts of these foods, canned at home, may be sold exempt from price control. This will make the whole matter much simpler for the busy homemaker.

THE SOYA SITUATION

RAY. MAC... WHAT'S DEAL ON
SOY BEANS?



The soya experts of the Food Distribution Administration tell us that the soya situation is fine...so far as supplies are concerned. The only thing that's short is consumer demand and they feel it's really up to the people who have contact with homemakers to make them acquainted with the advantages of soya products. The crop of soybeans is a large one and milling capacity has been greatly expanded. Therefore, the supply of high grade soya products avail-

able to consumers in 1944 probably will be at least 300 million pounds. Consumer demand really needs to be stimulated...no question about that.

We know, of course, that some stores haven't yet stocked the new soya flour and grits, the pancake and muffin mixes, or the pastes containing soya flour...spaghetti, macaroni and noodles. Distribution will increase rapidly, however, if an educational program builds up consumer demand. You radio broadcasters who are conducting homemaker programs are in a splendid position to tell the soya story where it will do the most good. And remember...you're justified in telling the story, because soya has been accepted by nutrition authorities as a product high in protein...calcium...riboflavin...and thiamin. Thus, in four important respects, soya products can make a valuable contribution to the American diet.

THE NEW INDUSTRIAL FEEDING DIVISION

Many of your listeners who are especially concerned about industrial nutrition will be interested in the changes which recently took place in the Nutrition and Food Conservation Branch. The whole Branch is now known as the Nutrition Programs Branch of FDA, and its head is still M. L. Wilson. The consumer services and food conservation functions have been transferred to FDA's Marketing Reports Division. The Nutrition in Industry Division has been transferred to the Civilian Food Requirements Branch, however, and now has a new name...Industrial Feeding Division.

This is a logical change...as you doubtless realize. The Civilian Food Requirements Branch represents civilians in all food allocations programs. The Division will work closely with cooperating state and local committees, and its services will be available to organizations which wish to install in-plant feeding facilities, or receive advice on their present facilities. Requests for this assistance should be made through FDA regional offices.

There has been no change in the head of the division...its chief is still Dr. Robert S. Goodhart, one of the country's outstanding authorities on the nutrition problems of industrial workers. He has been assigned by the U. S. Public Health Service to this program...and also serves as Vice Chairman of the Committee on Nutrition in Industry in the National Research Council. Dr. Goodhart is the author of government manuals on industrial nutrition.. and of numerous articles on this subject which have appeared in scientific and popular magazines.

NOTES FROM OUR NUTRITIONIST

Hidden Waste



"Hidden hunger" is a pretty familiar term. But a lot of "hidden hunger" is due to "hidden waste" which is a somewhat less well known term. Hidden waste is that loss of food value due to improper treatment of food. This may result either from the way food is treated before cooking...during the cooking process...or even after, it has been cooked. And for your listeners information here's seven good ways of avoiding that kitchen crime "Hidden Waste".

1. Use vegetables as fresh as possible -- the older they get the more food value they lose.
2. Don't peel vegetables unless absolutely necessary.
3. Use a sharp knife when slicing or shredding vegetables -- there'll be less bruising of the vegetable and a smaller loss of vitamins.
4. Use as little water as possible in cooking the vegetables.
5. Cook vegetables quickly.
6. Don't use soda in cooking vegetables.
7. Cook only the amount that will be eaten immediately -- cooked vegetables lose food value when left standing.

But remember...the easiest, and perhaps the best way to judge the food value of vegetables is in their taste. Fresh vegetables properly cooked are highest in food value and in taste.

Plum Pudding

Right at this time of year listeners may be interested in a Plum Pudding recipe for Christmas. The recipe we are giving is a very simple and satisfactory one. It does not call for much rationed fruit...but if any of these fruits are not obtainable this year...other chopped dried fruits...as figs or prunes may be substituted. Incidentally...this recipe is one that calls for the use of stale bread crumbs...so it is another way to use up that left-over bread.

- | | |
|-----------------------------|-------------------------------------|
| 1/2 lb. seeded raisins | 1/2 cup enriched flour |
| 1/2 lb. currants | 1-1/4 cups stale bread crumbs |
| 2 oz. candied orange peel | 5/8 cup sugar (light brown is best) |
| 1 oz. citron | 1/8 teaspoon allspice |
| 3/4 cup finely chopped suet | 1/8 teaspoon grated nutmeg |
| 1/2 teaspoon cinnamon | 1/2 cup tart jelly or |
| 4 eggs | 1/2 cup water |

Mash and dry currants and raisin; chip citron and orange peel fine. Mix dry ingredients; mix liquid ingredients; combine liquid and dry ingredients. Fill greased molds two-thirds full and steam 4 hours. Steam again over hot water 1 to 2 hours before serving. Serve hot with, hard sauce, foamy sauce or whipped cream.

This makes one fairly large pudding.

Enriched Flour

When you get an opportunity you might remind your listeners to watch for enriched flour when they are shopping for flour...because except in states that require that only enriched flour may be sold...there is still some unenriched flour on the market. And one thing to remember is that some of the more expensive, as well as the less expensive brands, are unenriched. Now that higher enrichment standards are in effect...enriched flour is more of a bargain than ever before...so let's keep our eyes open for the bargain sign? "Enriched Flour".

Saving Fat

Although saving fat for the manufacture of munitions is reason enough...it's certainly not the only reason for saving fat. A little extra fat gives the homemaker a lot more room for variety in preparing hot breads. And that's a very good way of utilizing more of Uncle Sam's abundant cereal supply. The wise homemaker will want to save all of her sausage, bacon and ham fat for use in seasoning vegetables. It makes a delicious dressing for leafy salads when a little vinegar is added. And an ole Southern favorite is wilted lettuce with a dressing of bacon fat and vinegar. This goes well on salad greens, too.

Fat rendered from beef or pork may be used in making pastry, biscuits, or other breads. Or if the homemaker prefers it may be used for frying. Many of the housewives of a few years back thought that chicken fat was the last word in fat for cake making. With the scarcity of butter a lot of moderns may wish to try this.

There are three rules to keep in mind when saving fat:

1. Avoid burning the fat
2. Strain carefully so that no burned particles will be left in it
3. Store different kinds of fat in separate jars in a cold place.

A FLASH TO FARMERS

If you happen to have any farmers in your audience you'll be doing them a real favor by telling them to contact their market agent before taking their hogs to market. We are faced with the job of marketing the largest hog crop in history and if packing plants are to handle them they must be marketed orderly.

FRESH FOOD ROUNDUP

As you help your listeners plan their traditional Christmas Day dinners... you'll notice that very few of our holiday foods are unattainable and that the few scarcities simply emphasize the fact that we're still the best fed country in the world. Time was...way back when...when fresh fruits and vegetables were really a Christmas treat. Oranges were a delicacy to be divided out...so many to each stocking hanging by the fireplace. Tangerines were unheard of and grapefruit were still pretty much in an undeveloped stage. The only vegetables on the table were those that came out of the store room and there just weren't any green vegetables to speak of.

But now, thanks to the untiring efforts of our botanists who have developed better and better varieties of plants, to our truck farmers and fruit growers who have increased production to meet growing demands, and to our transportation network (even if it is overcrowded, it gets the goods to the right place at the right time...most of the time)...fresh fruits and vegetables abound in plentiful enough supplies to furnish each table all the time with what it needs to round out a well-balanced meal.

On the fruit line first...you'll find there is lots of citrus fruit on most Southeastern markets now. Tangerines are moving in liberal to heavy supplies out of Florida. On the whole, they are within the reach of nearly every pocketbook and the quality is very good. While grapefruit shipments are fairly light this week, they are equal to demand in most places and the price is quite reasonable. Oranges are plentiful. They're good and getting better. The damp warm weather Florida has been having for the past week may tend to lower the quality a little. It increases decay. Rich in Vitamin C, citrus fruit will help ward off the colds that are traveling around now in addition to adding color and flavor to any meal.

And speaking of color in holiday meals, you might check and see if there are any cranberries on your local markets. There are a few scattered over the region, and while they are high priced, they can't be beat when it comes to peppering up meals and adding sparkle to the dinner plate.

Grapes and avocados both are on the scarce list, but apples are more plentiful. While there is a wide selection of varieties, the sizes are running small, on the whole. Apples from 2-1/4 to 2-1/2 inches in diameter are selling up to the ceiling price, generally, but some of the smaller ones are cheaper.

When it comes to vegetables, snap beans are perhaps the best all round bet. They're coming out of the Lake Okeechobee and Pomano districts in heavy supplies. The quality is good and the price reasonable. Another good buy...either everyday or holiday...is turnips and turnip greens. This is the heaviest season for nearly all greens except for the Feb.-March season. They're good now and easy on the budget too. While the cabbage supplies in most markets are light, the quality is excellent and nobody should pay more than about 5 cents a pound for it anywhere in the Southern Region.

The Fresh Food Roundup is based on general supplies and movements of fresh fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.

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A Service for Directors
Of Women's Radio Programs

Radio Round-up *on food...*

CHRISTMAS DINNER--HOME STYLE



A close replica of Mom's famous Christmas dinner will be served her boy in service whether he spends the holiday in a fox hole in New Guinea... on the road to Rome...or if he's beginning his basic training here in the United States. The Quartermaster Corps and the War Food Administration have been making plans for months in order that all of our service men and women throughout the world will be eating a holiday dinner similar to the one they used to have at home. As a result...the master menu for Christmas dinner includes turkey and all the traditional trimmings.

It's more than a dream, soldier...

Naturally...it isn't too hard to furnish the foods on the menu to our armed forces stationed in this country...but it's no easy job to send all of these foods to every outpost in the world where Americans are stationed. Therefore...due to climatic conditions and shipping space...some of the foods have to be sent in various forms which the average civilian probably wouldn't recognize. For instance...the G. I. cooks overseas will receive turkey in quick-frozen or canned form. And dehydrated foods will play an important part in the yuletide meal. In many mess halls the soup...potatoes... cranberries...and sage dressing will be made from dehydrated foods.

Of course the bakeries will do their best to make hot rolls and mince pie similar to mother's. Even near the front lines of battle, bakeries will turn out holiday rolls and pastries. And bakeries aren't the only unit which will follow closely behind the men on the firing lines. In the combat area, whole mobile kitchens will be set up...and the Mess Sergeants will see that a real Christmas dinner is prepared for the fighting men.

Food Distribution Administration

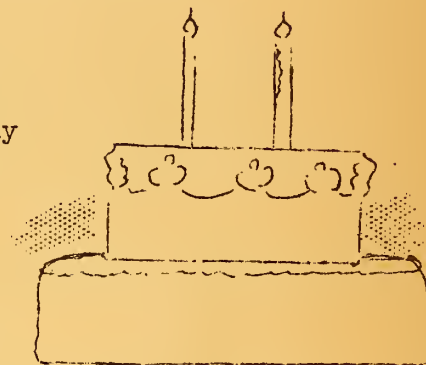
In dangerous zones...the food will be prepared in the day and then carried to the front lines at night. In places where this can't be done, Christmas dinner will be saved for the boys until they are relieved.

No matter how far from home these men and women are stationed, you don't have to wonder whether they're having a real Christmas dinner. Naturally... in some areas there will be slight necessary adjustments to the master menu... but as a rule you can count on your service man or woman having the following for Christmas dinner:

Cream of Celery Soup	Croutons
Roast Turkey	
Sage Dressing	Giblet Gravy
Cranberry-orange Relish	
Potatoes	Creamed Corn
	Baked Squash
Lettuce with Russian Dressing	
Hot Rolls	
Mince pie or cake	Coffee
Candy, Nuts and Fruit	

ANOTHER CANDLE ON THE BIRTHDAY CAKE

Have you heard about the birthday party that's going to be held in your community on January 5, 1944? Your local War Price and Rationing Board will be two years old on that day. Approximately 65 percent of the volunteer members who started out with the local boards on January 5, 1942, are still serving. There are 6,023 boards throughout the country, with Board Chairmen and all members of the Board serving without pay. The numbers of these volunteers has increased from 20,000 to 76,034. Then there are about 200 thousand regular volunteer assistants...increasing to more than 300 thousand during rush periods, such as gasoline ration renewals and War Ration Book registrations.



As you may remember...tires were the first of a number of commodities to be rationed, effective January 5, 1942. Then came automobiles...typewriters...sugar...gasoline...bicycles...rubber footwear...fuel oil...coffee...heating stoves...shoes...processed foods...and meats and fats. At first...the local boards were called Tire Rationing Boards...but other commodities were added to the ration list, and when price activities were introduced in April, 1942, the name was changed to War Price and Rationing Boards.

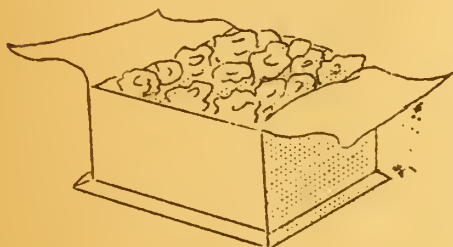
How about an interview?

We think there might be some very interesting program material in stories which the Chairmen or members of your local Boards could tell you...or in interviews with some of these volunteers. We've heard that wives of military men stationed near certain cities are often enthusiastic workers. Then there's the story about the woman down in Kentucky who returned her food rationing books when she discovered they were to buy canned and dried foods and meat. She said her family had plenty of home canned foods...dried vegetables...slaughtered their own hogs...and she wanted the rationed foods to go to people who really needed them. In New Mexico...we're told...half

the War Price and Rationing Boards serve the foreign population which has doubtless resulted in some interesting occurrences.

These are just a few suggestions regarding radio material we believe you could get from your local Boards...why don't you make some inquiries?

SWEET AND SCARCE



Hands Off!

It may not be possible to run out on Christmas Eve and buy a box of candy for that well-known last-minute gift this year. In fact...some of your listeners may have had difficulty already in getting candy for Christmas. Having come up against this situation personally, we decided to find out why...so we made some inquiries of the Confectionery Section of FDA...and we think you might like to pass along some of the information they gave us.

You probably all heard that during the summer and fall more sugar came into the country...due to improved shipping conditions, and this permitted a slight increase in candy manufacture. Candy makers are subject to the restrictions of Ration Order No. 3...however...which allows them to use 90% of their basic quota, based on the volume of their 1941 purchases. Then...there's the labor situation...it's hard to get even enough labor for the production allowed. When it comes to boxed chocolates...the shortage of cardboard and paper supplies is a factor which we mustn't forget.

As you've heard...the armed services are taking a great deal of candy, particularly the nickel bars and hard candy. In many cases...domestic Post Exchanges and Off-Shore Exchanges are taking a large part of the production of the nickel candy bars. A recent survey by the confectionery industry shows that a much larger percentage of the industry is devoting its production to these five cent bars...and if labor and machinery were available...more would be produced.

It may be you've discovered it's easier to get cocoa than cake chocolate. The reason for this is that cocoa powder is a by-product of cocoa butter...which is necessary in the processing of chocolate items. The manufacture of cake chocolate is an involved process which requires great skill...so it's obvious that we can't expect to have as much of this particular product,

Your listeners might be much interested to know that the Armed Forces use chocolate in the majority of their emergency rations. Most people have heard about the Army D ration...the emergency ration...which is about 25% chocolate. A new type of chocolate bar is being manufactured, however, to withstand the intense heat of the tropics. This is similar in consistency to the Ration D bar, but is much more delicious, we're told.

We think if you tell your listeners some of the reasons why there isn't so much candy, they won't mind so much the long wait in the candy stores...and the possible occasional disappointment.

CHRISTMAS WEEK THOUGHTS ON FOOD

You'll be talking about Christmas dinner this week, of course...helping your listeners to plan the happiest Christmas possible in this uncertain world. It's a good idea to remind people...we think...that our country still has far more reason to celebrate than most of the rest of the world. We should remember, however, that it's possible to have even the traditional Christmas dinner without spending too many ration points...if it's carefully planned. If a turkey isn't available, chicken probably is, or some other poultry, which is unrationed. If a spicy baked ham is the choice...or a delicious roast...it may be that the brown stamps will have to be counted carefully during the earlier part of the week...but probably all the family will feel it's worth while.



He's Still Around...

We did a bit of research on Christmas customs and superstitions the other day, and found some food facts and fancies which may be of interest to your listeners. They'll serve as an interesting contrast with modern food preparation, incidentally. For instance...here's a recipe for a Christmas meat pie, baked in England some 300 years ago. It's recorded that this pie was nine feet in circumference...weighed 165 pounds...and was served from a four-wheel cart built for the purpose.

130 pounds of flour	6 snipes
20 pounds of butter	4 partridges
4 geese	2 neats' tongues
2 rabbits	2 curlews
4 wild ducks	6 pigeons and
2 woodcocks	7 blackbirds

We'd like to point out that with the exception of butter and the neats' tongues, that's all unrationed food. A neat...in case you don't know...is a kind of cattle. And a curlew is a bird...or did you know anyway?

Roasted peacock was the piece de resistance of many an ancient Christmas dinner. The feathers were carefully removed...the bird roasted...and the feathers replaced in all their glory for serving.

Here are a couple of food production suggestions, from a list of old wives' tales, which you might like to pass on to your farm audiences: In the Netherlands, it's thought that nothing sown on Christmas eve will perish...even though the seed be sown in the snow. In Denmark, some of the bread baked at Christmas is kept until sowing time, then crumbled and mixed with the seed to insure an abundant harvest. And here's a food conservation suggestion: In England it is said that bread baked on Christmas will never become moldy!

Just let us say that however you spend your Christmas holiday, we hope it will be a pleasant one...and let's all hope for a happier world in which to celebrate Christmas next year.

TAKE ADVANTAGE OF THE RATION CHART

One of the ways in which you broadcasters can be of real assistance to the homemakers and meal-planners in your audience is to suggest ways in which to take advantage of cuts in point value of rationed foods. You'll be helping the general food situation too...of course...since these cuts are made when any food is in more plentiful supply...and, therefore its use should be encouraged.

Pointers on Pork

The recent reduction on all pork items on the ration list...except variety meats and canned meats...makes pork one of the most attractive of meat buys. This...as you know...was the second reduction in pork points in a month...and was brought about by the unexpectedly large amounts of pork coming to market ever since the December point value table was made up. The reduction on most of these cuts was

one point a pound...though fresh or green hams (hams which are neither frozen...cured...nor smoked) were cut two points a pound. That two-point reduction was made because of the shortages of help in slaughtering and processing establishments, which makes the curing of ham a real problem. OPA hopes that these cuts will encourage consumption of pork, so that packing facilities can take care of the record crop of hogs now coming to market.



*AT The rate I'm getting around These days...
I oughta be reduced!*

Probably most of you are familiar with the results of research on the nutritive value of pork, which indicate that it's a much more valuable meat than many of us have thought. Here's a reminder, however...pork is one of the richest natural sources of Vitamin B₁, or thiamin. It's also rich in riboflavin and niacin...and...like all meats, contains complete high-quality proteins and minerals.

One important thing to tell your listeners is that pork always requires thorough cooking at a moderate temperature. A fresh ham...for instance...will take about thirty minutes per pound. If a meat thermometer is used, the meat will be done when the thermometer registers 185 degrees.

Why don't you look up some interesting and unusual recipes for cooking pork, to help make meals more interesting? We heard about something the other day which sounded good to us...a savory meat stuffing piled on top of pork chops...the whole thing baked 'til the chops are tender and well done.

Don't Forget Grapefruit Juice

Canned grapefruit juice is being sold entirely without points now, remember...so homemakers will probably want to take advantage of its convenience, even if there is plenty of fresh grapefruit on the market at this time of year. When a busy woman is getting breakfast for a big family, the canned juice is a great convenience...and it helps the homemaker-with-an-outside-job at other

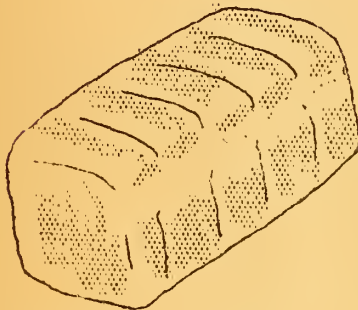
meals...too. It makes a delicious before-dinner appetizer...with or without a sprig of mint...can be combined with orange and lemon juice and a bit of sweetening for a refreshing evening beverage...or made into a fruit ice that's equally at home as an accompaniment to the meat, or as a dessert course.

Cottage Cheese Ration-Free but Scarce

You remember the recent release from rationing of cottage cheese containing less than 5 percent butter-fat. Well...that may be a help in some areas...but you'll find that many large dairies have discontinued cottage cheese for the duration, so that more milk will be available for other purposes. Therefore...before you recommend its use very widely...it would be wise to check your local situation.

The items we've mentioned are suggestions we hope will be helpful to you...a careful checking of the ration chart each month...and keeping up to date on point changes...will give you many more program ideas, we're sure.

ENRICHMENT PROGRAM EXTENDED



My batter is better...

All the "missionaries of nutrition"...as we heard them called the other day...are very happy, we have no doubt, to hear that the Bread Order (Food Distribution Order No. 1) has been amended. Amendment 5...effective January 16, 1944,...provides that the white flour used in all types of yeast-raised products made by commercial bakeries must meet prescribed minimum enrichment standards.

In addition to white bread...the order now covers all types of bread...coffee cakes...sweet buns...and plain rolls which are yeast-raised; also doughnuts...crullers...and fried cakes which are not yeast-raised. In the interests of food conservation, consumers and commercial buyers of bakery products may not return...for any reason, bakery products which they have purchased.

It's interesting to note that there's an exception to the provision of the 'original order' which prohibited the giving of bread or other bakery products free to any person...these may now be given to charitable institutions. This does not mean...however...that holiday cakes can be given free to customers for the purpose of stimulating trade. Ingredient provisions applicable to sugar and shortening are simplified under the amendment. No minimum weight for bread is established, however.

BREAD TIP FROM OUR NUTRITIONIST

Another good way to use that left-over bread we've been talking so much about recently:

$\frac{1}{2}$ cup dry bread crumbs	$\frac{1}{3}$ cup sugar
1 egg	1 teaspoon almond extract
$\frac{1}{8}$ teaspoon salt	

Mix...shape in balls...then bake in a moderate oven...350° F.

ANNUAL SUMMARY OF 1943 CROP REPORTS

At three o'clock last Friday afternoon, December 17th, the final crop report was issued...an annual summary of the acreage...yield...and production of principal crops. The final figures show that crop production in the United States was 6 percent less this year than in 1942. It was up nearly 5 percent over any previous season, however. This was due to a slightly better than average growing season...progressive improvement in farming practices...to changes in the agricultural adjustment program...deferment of farm workers...and to prices and programs which encouraged the farmer to plant even more than he was sure he could care for and harvest.

Many difficulties were encountered this year...shortage of labor, supplies and equipment, unfavorable weather, floods...and in spite of this every effort was made to meet production goals. Farmers and their families worked more hours per week, and more Sundays, than in any other year known to this generation. Town people helped wherever possible...and labor was contributed also by imported workers...prisoners of war...and soldiers on furlough.

Record Crops of Several Commodities

1943 estimates show record production of potatoes...beans...peas...soybeans...peanuts...rice...and some commercial vegetables, particularly snap beans, carrots and lettuce...also of nuts and hemp. The citrus crop is expected to exceed past records.

Many Other Crops Very Large

Crops of corn...barley...sorghums for grain...all grains as a group...all hay crops combined...and vegetables for processing have been exceeded only a few times in past years. Other favorable crop returns were wheat...oats...tobacco...sweet potatoes...and less important crops, such as maple syrup...prunes...and cranberries.

Fruit And Some Others Below Average

Apples...peaches...pears...apricots...and cherries were considerably below the average. Buckwheat was substituted for some oats and production was larger than in other years since 1934, but below previous production. Sugar production will be a little below average, because the tonnage of sugar beets is lower than in any year since 1922.

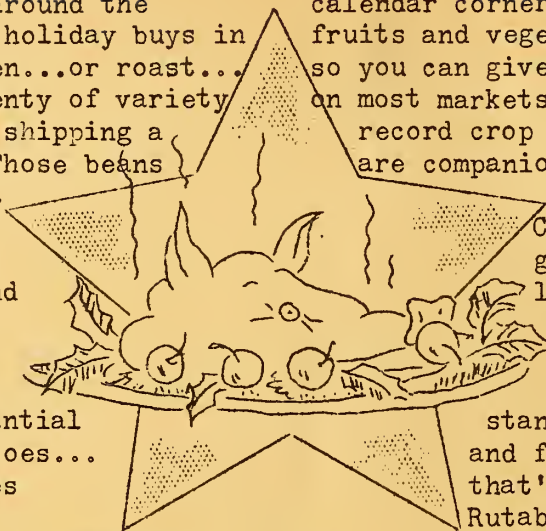
Livestock Production High

Supplies of livestock and livestock products during 1943 will be exceptionally heavy. Present indications are that the aggregate production of sheep...cattle...hogs...poultry...eggs...and milk will be 8 percent above last year, 31 percent above the 1937-41 period, and slightly more than 31 percent above any earlier year.

Considering all the difficulties...it certainly appears that all of us should make a low bow in the direction of the American farmer and his family for the grand job they've done.

FRESH FOOD ROUNDUP

With Christmas just around the be looking for extra holiday buys in their turkey...chicken...or roast... news that there's plenty of variety Okeechobee region is shipping a reasonable prices. Those beans go with any type meat select for their they prefer another should be able to find collards...spinach... turnip greens...at



calendar corner...your listeners will fruits and vegetables to go with so you can give them the encouraging on most markets. Florida's Lake record crop of snap beans at very are companionable, too...and they'll your homemakers may Christmas dinner. If green vegetable...they light supplies of mustard greens...or varying prices.

Then...for the substantial plenty of Irish potatoes... ties of sweet potatoes to a holiday fowl. in moderate supplies at reasonable prices.

standbys...there are and fairly moderate quanti- that'll be a tasty complement Rutabagas...too...continue

California...Arizona...and Florida are shipping plenty of lettuce to markets these days to grace a holiday salad. And the fruit markets are offering more for those salads...and the Christmas fruit bowl...than we've had all season. Apples are more plentiful...now that more have been released into retail trade channels for the Yuletide season...though they're selling at ceiling prices. Then there are a few Florida avocados...and very light quantities of California grapes.

For side dishes...a fair supply of carrots is available at a reasonable cost ...a few cucumbers...light quantities of onions, selling at ceiling level... and a few good quality tomatoes...fairly high priced. For variety in vegetable dishes...light supplies of eggplant...a few English peas...and fair supplies of squash are on the markets.

Despite the traditional "must" in holiday menus for cranberry sauce...those cranberries are scarce...and high priced...though there're a few available. You might suggest a combination apple and cranberry relish...to help stretch those precious cranberries. Best news of all are the plentiful supplies of both oranges and grapefruit to make generous bowls of ambrosia as the climax to a Christmas menu. They're priced to fit most homemaker's household budgets. And tangerines for between meal nibbling have hit their peak season in Florida.

The Fresh Food Roundup is based on general supplies and movements of fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.

1942
F. R. A.
1941

Atlanta, Georgia
December 25, 1943



Radio Round-up *on food...*

A Program for Directors
Of Women's Radio Programs


MERRY CHRISTMAS

AND

A

HAPPY NEW YEAR

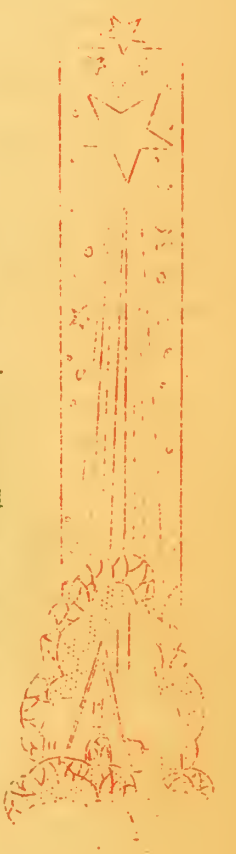
TO YOU



Sure you're busy. So are we. But it would be a shame if we couldn't take time enough and space enough to say those few words up there.

Your job, as it relates to helping home-makers solve wartime food problems, conserve food supplies, provide better nutrition for members of their families and share available food with others has done much to make a Merry Christmas and a Happy New Year for your listeners. Through you maybe we have contributed something to them. That's why, like Tiny Tim we mean 'em, every word, when we say Merry Christmas and Happy New Year to you.

And like you, we hope that by next year all your listeners will have a Merrier Christmas and a Happier New Year because of the return of Peace on Earth.



Marketing Reports Division
Food Distribution Administration
Atlanta 3, Georgia

Food Distribution Administration

HENDRICKSON TALKS ABOUT FOOD FOR 1944



In a talk on "Meeting the Nation's Wartime Nutrition Problems"...prepared for presentation before the New York State joint legislative committee on nutrition December 15... Roy F. Hendrickson, Director of Food Distribution, pointed out that we had a very good year on food production...even though fruit crops...with the exception of citrus...were short. Consumption of most foods was considerably ahead of the 1935-39 average, even under rationing. He said... however...that the 1944 demand, if unhampered, would be about 15 percent more than the supply.

Mr. Hendrickson said he could see no sharp shift in our diet. Meat consumption will be about 132 pounds apiece...about 4 percent above the 1935-39 figure. There will be almost as much poultry meat as this year...and probably about 20 percent more fresh fish. Another big year on eggs is expected, and large crops of dry beans and peas. More peanuts than ever are going into peanut butter and other foods. Production of foods containing soya is increasing, and three or four times more soya flour and grits are expected in 1944.

Mr. Hendrickson warned that butter will continue to be in tight supply... and there'll be slightly less lard and other shortenings...though about the same amount of margarine.

The record-breaking Irish potato crop will probably carry us through to the new crop all right. More potatoes...also more wheat...corn...and rice will be asked for next year. We'll also try to have more green and yellow vegetables, to increase our supplies of Vitamins A and C, as well as minerals.

Milk production is likely to be down a bit, he said. But the milk orders, also the increase in point value of cheese, are expected to add to the supply of skimmed milk for cheddar cheese and dried milk.

Mr. Hendrickson stressed the importance of the bread enrichment program, mentioning especially the increased standard. Also, he pointed out that we have been short of one of the essential vitamins...riboflavin...but we now have enough to reach the allowance recommended by the National Research Council.



The Civilian Food Requirements Branch has asked for definite per capita quantities...in pounds...of dozens of commodities. If these requirements are met, Mr. Hendrickson said, we'll be in a better position in respect to all minerals and vitamins than in any year of the war, or in the 7 years preceeding it. We may not get all the food we want, he warned, but there were some foods not taken into account which may give us a nutrient bank account to draw on.

Mr. Hendrickson's talk concluded with a warning against waste in the home... against over-buying...and against careless preparation of food, so that much of its nutritive value is lost.

The last three points are certainly hooks on which you broadcasters can hang many a program...you've been doing it right along, we know, and we hope you'll keep up the good work.

DIET OF JAPANESE SOLDIER



Here are the facts which explode a myth we think too many people believe. Lieutenant Commander Clive McCay of the Naval Medical Research Institute... in a War Food Administration broadcast the other day...told the truth about the diet of the Japanese soldier. There's a wide-spread idea that they live on a handful of rice and a bit of fish. Maybe it's Japanese propaganda...designed to give us the idea that they're going to be easy to lick...which will, in turn, lead us to slow down our efforts at food production and conservation.

Here's what Commander McCay has discovered, from studies of the foods and rations used by our enemies. The rice issued by the Japanese for military use is of very good quality. Their enriched flour is excellent. That seaweed which we discovered in Japanese stores captured on Kiska, was found to be a good source of riboflavin...one of the most important vitamins. Since they're not always able to get milk and some of the meats which supply riboflavin, this seaweed is valuable to them. They put it with other foods to make a stew.

Commander McCay says further that the Japs use a considerable variety of dehydrated food, which...while it's different in flavor from ours...is nutritionally efficient. When they feel that the rations of their soldiers are a little weak on some vitamins, they fortify their foods with vitamin pills or concentrates. There's no question but that the Japanese soldier is getting far better rations than the American public has believed. We think all Americans should know this...as it certainly is another reason for making sure that our American fighting men get the right kind of food...and all they need.

FOOD RATIONING SIMPLIFIED



Sunday, February 27, may go down in the history of World War Two as Ration Token Day! Just because you've been hearing so much about the tokens, however, don't think that's the only change in the rationing system going into effect then. In addition to the inauguration of the tokens...the value of all stamps will be increased to 10 points each...and the validity period will be extended to approximately 12 weeks.



These changes are being made in accordance with OPA's policy of simplifying the rationing program whenever possible, and reducing the work of those who handle ration currency. It will cut the number of stamps to be handled by 60 percent, it's estimated...and since the stamps all will have the same point value, the work of sorting and counting will be greatly reduced.

Tokens and What They Look Like

Since the tokens have most of the glamour, so to speak, we'll give them first billing! Each token will have a value of one point...there will be no

other denomination. They will be made of vulcanized fiber that's sturdy enough to take plenty of same material used for the as a matter of fact...and war material. The exact .642 of an inch in an inch in thickness. figure, that makes than a dime...and



punishment. It's the facings on pile drivers, is not a strategic size of the token is diameter and .047 of As nearly as we can them a bit smaller about the size of the

tax and street car tokens in many parts of the country. Each token will consist of three layers of vulcanized fiber...the outer layers red and blue...the middle, or inside layer, a distinctive yellow. On the red tokens will appear the words "OPA 1 Red Point"; on the blue tokens, "OPA 1 Blue Point".

Ration tokens will be distributed to retailers only, through the ration banks, and Mrs. Consumer will have her first contact with them when she receives them in change for a purchase made after the program begins. Make it clear to your listeners that they won't have to have advance supplies of tokens. Tell them that the tokens are to be used in just the same way as the one-point brown stamps they now receive as "change". They'll be used in both the rationing programs, however... not for just the meat ... fats...and oils...and will be valid indefinitely. And that brings us to the second change in the rationing system -- the increase in value of all stamps.

All Red and Blue Stamps To Be Worth 10 Points

Beginning February 27th, each red and blue stamp will become worth 10 points. At present, as you know, the letters indicate the validity period of the stamps, and the numbers the point value. Under the revised program, both the letter and number will indicate the validity period...and the stamps will be used horizontally instead of vertically. For example...on February 27th, blue stamps A8, B8, C8, D8 and E8 all become valid...so do red stamps A8, B8 and C8. (NOTE: If you'll get out war ration book four and look at the stamps right at this point, we think it will be clearer to you). When a shopper makes a purchase worth 8 points, say, she'll give any one of those stamps for it, and will receive two tokens in change. If her purchase is worth 15 points, she'll give two stamps and receive five tokens in change. Easy, isn't it?



Under the new valid on the with the comes into remain valid until month. The first 27th to May 20th, June 20th.

All Red and Blue Stamps Valid For Longer Period

schedule...blue stamps will become first day of each calendar month... exception of the first group, which use on February 27th. They will the 20th of the second succeeding group, therefore, runs from February the second group from April 1st to

Three red stamps...totaling 30 points...will become valid every two weeks, beginning February 27th. The second set of three will come into use on March 12...and all six of these stamps will run until May 20.



It is believed that these longer validity periods will help both consumers and retailers to avoid much of the last minute rush to use stamps before expiration dates. It should be easier to budget points over this longer period of time.

Some of you probably have noted that there's a difference between the number of points allotted under the new procedure. For the thirty-four days between February 27 and April 1... the first and second validation dates of blue stamps...50 points have been allotted. Under present terms, 48 points are allowed for each calendar month. Also...the three 10-point red stamps will mean 30 points for each two week period, compared with 16 points per week at present. These changes in allotment will be taken into consideration when the new point values are established...and everyone will receive the same quantity of food under the new system as under the old.

We suggest that you go over these changes in the food rationing system frequently between now and February 27, in order that everyone may be fully acquainted with them. We'll probably carry more information in Round-Up from time to time which should be helpful to you.

NEW YEAR PLANS FOR VICTORY GARDENS

Let's have bigger and better victory gardens in 1944! That's what H. W. Hochbaum, Chairman of USDA'S Victory Garden Committee, says...and we think this is a very good time for you to say the same thing to your listeners. With the New Year ~~already in sight~~...a bit of discussion of New Year's resolutions is probably on your mind. Why don't you suggest to your audience that a resolution to have a bigger and better victory garden this year should come near the top of the list? And those who weren't the beneficiaries of such a garden this year surely should resolve to do something about it in '44.

Four Million More Is The Goal For '44

That's what gardeners really are, you know...beneficiaries, we mean. Our victory gardens can supply most of the valuable foods in the first three groups of the Basic Seven ...the green and yellow vegetables...the tomatoes, raw cabbage, salad greens... the potatoes and many other vegetables and certain fruits. Do you know that about 8 million tons of food were produced in our 1943 victory gardens? The goal was 18 million gardens, but we overshot that goal by a couple of million, and the



goal for 1944 has been set at 22 million gardens. Roughly, this means about 16 million city...town...and suburban gardens, and about 6 million farm gardens.



Start Victory Garden Plans Now

In order to accomplish those 22 million gardens, volunteer leaders and all the people sponsoring the program should begin now (if they haven't already started) organizing garden committees...recruiting gardeners...finding and preparing the ground. Mr. Hochbaum says that many thousand more community gardens must be developed for city people who don't have any suitable garden space. He points out that the need for gardens will continue throughout the war...and for years after the war ends.

Home-grown and home-preserved food will give us the backlog of food supplies we'll need to meet the demands of food for our Armed Forces in all parts of the world...the food to help our Allies and the people in areas which we liberate from the Axis...plus what we'll require right here at home.

Broadcasters Can Present Helpful Information

You broadcasters can be of great help in stimulating interest in victory gardens...those of you who are experienced gardeners can give practical advice to your listeners. In any event...you probably know some of the leaders in garden work in your community, and you can get information from them...or present them in interviews from time to time. State and County extension services will furnish you with helpful information too, you know. Here's hoping you'll get behind this program and push. Why don't you make a note right now on the first page of your 1944 calendar...just the words "Victory Garden" in large letters, should be reminder enough of your good resolution.



GIVE EGGS A BREAK

And we mean that literally as well as figuratively! Eggs are one of our most valuable foods...production is going up...prices coming down. What more could we ask? The December 10th egg and poultry production report shows that during November, the number of eggs produced broke all records for the month. It was 4 percent above last year's...and 67 percent above the 10-year average from 1932-41. That's consistent with the whole year's egg production, too, which has been the largest on record...12 percent more than last year and 45 percent above the 10-year average mentioned before.



Ceiling prices will be coming down each month, from now until next March...which means, of course, that retail prices will be following suit. In some cases, eggs will be selling below the ceiling, which will make them a particularly good buy for the woman who's budgeting carefully...and who isn't these days?

Eggs A Bargain In Nutrition

On the nutritive side, as you probably know, eggs are regular prize packages. The proteins of both yolk and white are what is called efficient proteins...the kind that help the body to grow, and assist in the repair of tissues. Eggs are an outstanding source of iron, a mineral in which many diets are likely to be low...also they're rich in calcium and phosphorus. When it comes to vitamins, eggs carry off the honors with A... B₁...B₂...and D. Incidentally...the yolk is of greater value than the white, from a nutritive standpoint. It contains nearly all the fat, and more of the vitamins...this fat is easily digested, of course. And by the way, tell your listeners that the color of the shell doesn't make any difference in the nutritive value of eggs...blonde or brunette, they're equally good.

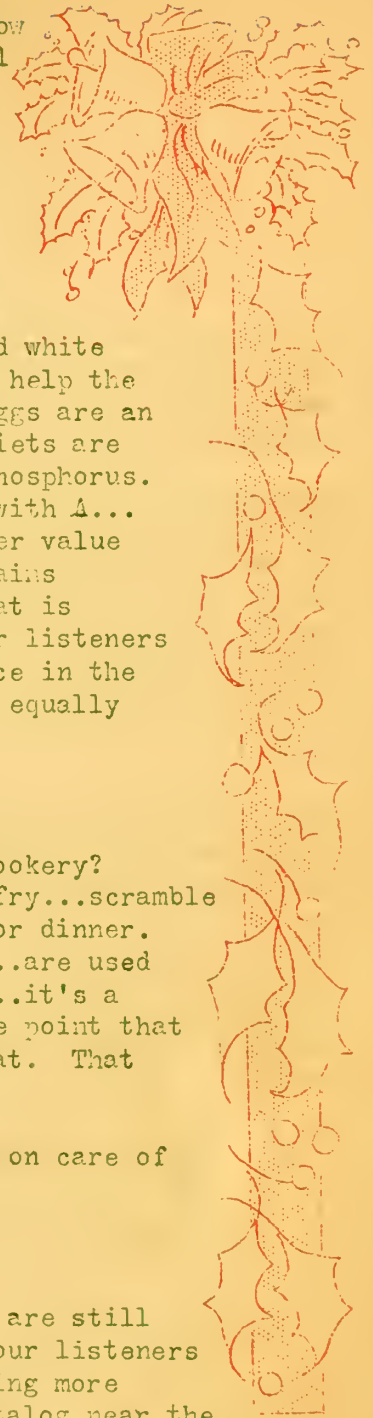
Make Cooking Suggestions

Why don't you look up some favorite recipes for egg cookery? There are many things to do with them besides boil...fry...scramble and poach them. Souffles are delicious for luncheon or dinner. They may be combined with many other foods in sauces...are used in a great variety of desserts...salads...sandwiches...it's a big field for you to cover. We suggest you stress the point that eggs should always be cooked slowly, over moderate heat. That keeps them from turning leathery.

And by the way, you might refer to the Round-Up story on care of eggs in the home...issue of November 20.

POTATO TIPS

Those Irish potatoes we talked about a few weeks back are still newsworthy...they're the best fresh vegetable buys your listeners should find on the markets...so a plug from you on using more potatoes won't be amiss. Here's an idea you might catalog near the top of your list for nutritious dishes. Bake your potatoes in a hot oven. Then cut off the top...scoop out the inside...and add about two tablespoons of milk...a tablespoon of butter or margarine...and a little salt. Put back in the shell...and place a poached egg in the center of each stuffed potato. A sprinkling of left-over grated cheese will give it extra flavor.



FRESH FOOD ROUNDUP



By the time you get this...your homemakers will have already stocked up on their holiday foods...but the matter of three meals a day will continue...despite special Christmas and New Year's menus. For best fresh vegetable buys of the week...you might suggest Irish potatoes and rutabagas as your theme song. Both are plentiful...and comparatively cheap. The recent Florida freeze had its effect on many green vegetables...but there are still adequate supplies of collards...and a little local spinach...turnip greens and mustard greens. Prices are reasonable. Snap beans aren't as plentiful as they've been...and their price has gone up a little. Sweet potatoes, too, are a little lighter in supply, and are selling at or near the ceiling level.

For variety...there's plenty of celery to go 'round...it's of good quality...and reasonably priced...too...and it'll lend that extra note of crispness your homemakers' meals will need. Then, there's a light supply of sweet peppers...tomatoes...fair quantities of bunched carrots and moderate supplies of topped carrots...and moderate shipments of lettuce...selling near the ceiling level...for salads. Moderate quantities of Sweet Spanish onions...the large yellow ones...are available, at prices that aren't discouraging.

For a change in vegetable dishes, there is a little high priced broccolia coming into markets from California....Texas...and Florida...light supplies of eggplant...and some Florida sweet corn selling reasonably.

On the fruit front there's still a heavy supply of both oranges and tangerines. Grapefruit, though adequate, is light in supply. Plenty of small sized apples are available, although the best are selling at ceiling levels.

The Fresh Food Roundup is based on general supplies and movements of fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.



MERRY CHRISTMAS!